

A COMPARATIVE TEST OF
CIGARETTE BLENDS

ELMO ROPER and ASSOCIATES

March 1957

1001753377

CONFIDENTIAL

Mr. George Weissman

J. E. Lincoln

5% and 10% BL Tests - Using Pilot
Plant BL

April 11, 1957

cc: Messrs. Gullman III, Hatcher,
DuPuis, Roper, Britton &
Goldsmith

C
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P
Y

I am attaching a copy of the Roper data on the test of 10% BL Marlboro among Marlboro smokers and among a cross section of filter smokers and of the test of 10% BL Philip Morris among Philip Morris smokers. The complete data on the 10% Philip Morris test among a cross section of unfiltered smokers has already been released as have all the reports on the 5% level tests.

I am also attaching two fairly detailed analyses by Mr. Gray, one of the 10% Philip Morris test and the other in regard to the 10% Marlboro test.

I think the testing program to date can be summarized more or less as follows:

1. At the 5% level the BL cigarettes appeared to be about as acceptable as the cigarettes not containing BL. While the preferences were about equal, there were faint suggestions of some differences. The smokers thought that the BL cigarettes burned a little faster than the control cigarettes. If anything, the BL cigarettes were a little milder than the control cigarettes, and perhaps there was a little difference in aftertaste.

2. At the 10% level the BL cigarettes lost to the control cigarettes by a margin that was small from a statistical point of view but still large enough to give some cause for concern. In the Philip Morris cigarettes the negatives about the 10% BL showed up in the area of "less cool" and "less smooth". In the Marlboro cigarettes the principal negatives about the 10% BL were in regard to aftertaste. Again there was a very slight indication that on balance the BL cigarettes burned a little bit faster.

3. The 10% BL cigarettes appeared to smoke stronger (more irritation, not more flavor) than the 5% BL cigarettes. This is a little bit of a paradox. Since the addition of 5% BL made the cigarettes, if anything, a little smoother, one would expect the addition of 10% BL would exaggerate this tendency rather than reverse it. It may be that we are just reaching too hard to put a label on very small differences that were only dimly perceived

(More)

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Mr. George Weisman

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April 11, 1957

by the smokers. On the other hand, I suppose it is possible that there was some unintended difference in the pilot plant BL as it was made for the 10% cigarettes as compared with the way it was made for the 5% cigarettes.

J. E. Lincoln

JEL/dk
Att. 3

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CC: MR. J. F. CULLMAN III
MR. W. H. HATCHER
MR. G. WEISSMAN
MR. R. N. DUPUIS

MR. R. P. ROPER
MR. A. C. BRITTON
MR. C. E. GOLDSMITH

Mr. J. E. Lincoln

April 1, 1957

E. J. Gray

Consumer Tests of Philip Morris vs.
10% Blended Leaf Philip Morris

Regular blend Philip Morris was tested against 10% Blended Leaf Philip Morris cigarettes. The two samples of consumers who participated in this test were composed of 109 Philip Morris smokers and a cross section of 354 regular size, non-filtered brand smokers other than Philip Morris.

Blend Preference By Samples (% Preferring)

<u>Blend</u>	<u>Philip Morris</u>	<u>Other Brands</u>	<u>Combined</u>
Regular (75)	55	53	54
10% BL (25)	45	47	46

For the separate samples the preferences for the regular blend were not statistically significant from a chance, 50-50 split. However, by combining the two samples (which makes our statistical tests more sensitive) the preference for Regular Blend Philip Morris approached statistical significance. (Significant at 10% level of confidence.)

Clear-cut reasons for preferring the regular blend were not present. However, the weight of evidence indicated that the 10% BL cigarette was "not as good as" the regular blend in the consumers' opinion. The difference between the cigarettes appears to be that the BL blend is a faster, "hotter burning" cigarette, that is not as sweet and is stronger than the regular blend. It appears to be a "rough" or more irritating smoke that is not as smooth as the regular blend.

To what extent these various qualities are interdependent, we do not know. For example, it may be that the consumer's logic, conscious or subconscious, is something like this. The BL seems to burn faster - faster burning means "hotter" - a "hot" smoke is irritating and rough. This is merely speculation on our part, but we do know that such things do happen in product testing. The perception of "faster burning" appears to be substantiated somewhat from laboratory tests of Static Burning Time on these blends.

Static Burning Time (100mm. Burned)

	<u>Regular</u>	<u>10% BL</u>
Max.	14'25"	13'45"
Min.	12'35"	12'17"
Ave.	13'12"	12'58"

(None)

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From our consumers we find the following results:

Relative Qualities of Blends (% Responding)

Blend - Sample -	Regular (RS)			10% BL (BS)		
	Philip Morris	Others	Combined	Philip Morris	Others	Combined
<u>Qualities</u>						
Too Mild	09	15	13	11	14	13
Too Strong	32	30	31	37	35	36
Too Sweet	09	06	07	09	07	08
Not Sweet	23	26	25	35	26	30
Burns Slow	04	05	05	04	04	04
Burns Fast	26	24	25	35	29	31

The statistical evidence points to the fact that the 10% BL blend cigarettes did appear to burn faster than did the regular blend cigarettes. Philip Morris smokers also felt that the BL cigarettes were "not sweet" enough, and although not statistically significant, more people in both groups felt that the BL cigarettes were "too strong".

Furthermore, when queried on eight specific qualities of the two blends, we found the following significant differences:

Specific Qualities of Blends

<u>Quality</u>	<u>Sample</u>	<u>Regular</u>	<u>10% BL</u>	<u>Level of Significance</u>
Smoother	Philip Morris	54	46	N.S.
	Others	58	42	.01
	Total	57	43	.01
Cooler	Philip Morris	58	42	.10
	Others	56	44	.10
	Total	57	43	.01
Aroma	Philip Morris	61	39	.01
	Others	54	46	N.S.
	Total	56	44	.05
Draw	Philip Morris	61	39	.05
	Others	53	47	N.S.
	Total	56	44	.05

Philip Morris smokers found the regular blend "more satisfying", but the other brand smokers voted 50-50 on the question. Better flavor,

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Mr. J. E. Kincaid

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April 1, 1957

better strength and better aftertaste did not show significant differences between the blends.

The final bit of evidence was gleaned from the things which smokers disliked about the blends.

Things Disliked About Blends (4 Responses)

General Type of Dislike	Regular		10% BL	
	Philip Morris	Others	Philip Morris	Others
Strength	19	27	25	29
Taste	16	24	19	26
Physical characteristics	22	14	20	15
Effect on mouth, throat	12	10	24	25
Burning qualities	10	06	12	11

The Philip Morris smokers were more critical of the BL cigarette than were the smokers of other brands. This was particularly true of the smokers of a pack or more per day.

Type Usually Smoked

Philip Morris

Other Brands

Daily Rate

Pack or more
Under 1 packPack or more
Under 1 pack

Preference

Regular BL

56 44
56 4415 55
56 44

It is our conclusion that the 10% BL cigarette was perceived as different from and not as well liked as the regular blend. This was more pronounced among our present customers than it was among smokers of other brands.

LJO/dk

E. J. Gray

CC: MR. J. F. CULLMAN III
MR. W. H. HATCHER
MR. G. WEISSMAN
MR. R. N. DUPUIS

MR. R. P. ROPER
MR. A. C. BRITTON
MR. C. H. GOLDSMITH

Mr. J. E. Lincoln

April 1, 1957

E. J. Gray

Consumer Tests of Regular Blend Marlboro vs.
10% Blended Leaf Marlboro

The Marlboro tests were conducted on a sample of 267 Marlboro smokers and another cross section sample of 287 smokers of other filter tip brands.

The Regular blend was preferred to the 10% BL blend by a significant margin among Marlboro smokers.

Preference of Smokers for Blends (Per Cent)

<u>Blend</u>	<u>Marlboro</u>	<u>Other Brands</u>	<u>Combined</u>
Regular	57 *	53	55 *
10% BL	43	47	45

(* Significantly different from 50-50 chance split.)

The reason for the preference of regular Marlboro over the BL cigarette is not evident in the data. We feel quite certain that the regular Marlboro smokers did perceive a difference in the two cigarettes. It is our opinion that one or two things took place in this test. It is possible that, although they perceived a difference, the consumers were unable to specifically identify, put their finger on, or put into words just what the difference was. Another possibility is that no single quality, in and of itself, was responsible for the perceived difference, but rather a composite of many small differences added to a whole difference. The only statistically significant difference found was that the Marlboro smokers (57%) felt that the regular blend had a better "aftertaste". The other qualities attributed to the regular brand were not statistically different from chance.

Per Cent Attributing to Regular Marlboro

<u>Quality</u>	<u>Marlboro Smokers</u>	<u>Others</u>	<u>Combined</u>
Better aftertaste	59	54	57
Better flavor	55	54	54
More satisfying	54	52	53
Better aroma	55	49	52
Cooler smoking	55	48	52
Better strength	49	55	52
Smoother	53	50	52
Easier drawing	49	49	49

(More)

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Dr. J. E. Lincoln

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April 1, 1957

On the basis of rather meager evidence, it appears that the BL cigarettes were slightly milder and sweeter than were the regular Marlboros.

	<u>Regular</u>		<u>104 BL</u>	
	<u>Marlboro</u>	<u>Others</u>	<u>Combined Marlboro</u>	<u>Others Combined</u>
Too mild	08	21	09	13
Too strong	29	34	32	33
Too sweet	03	06	05	09
Not sweet	22	26	24	28
			27	28

Two other facts bear mentioning. First, male Marlboro smokers preferred the regular blend to the 104 BL to a greater degree than did male smokers of other brands.

§ Preferring Regular Blend

	<u>Men</u>	<u>Women</u>
Marlboro Smokers	67	52
Other Brand Smokers	45	57

Second, Marlboro smokers of a pack or more per day preferred regular Marlboros more than any other sub group.

§ Preferring Regular Marlboro

	<u>Smoke pack or more</u>	<u>Smoke under pack per day</u>
Marlboro Smokers	64	54
Other Brand Smokers	50	52

It is quite evident from these data that regular Marlboro's margin of preference came from the relatively heavy smoking males of our sample.

END/ak

E. J. Gray

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A COMPARATIVE TEST OF
CIGARETTE BLENDS

Prepared for
Philip Morris, Inc..
March 1957

Copy No. 13

ELMO ROPER AND ASSOCIATES

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FOREWORD AND
MATERIALS USED

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FOREWORD

The purpose of this study was to conduct a test of cigarette tobacco blends under "blind" testing conditions. By "blind" we mean that we did not want respondents to know that Philip Morris, Inc. was the sponsor of the study or to be influenced by anything but the difference in the two blends they were testing. The test was to be an actual use test, and therefore we gave each respondent a total of 10 packages of cigarettes, 5 of each of the blends being tested.

The sample of respondents for the test was made up of three groups of smokers: 400 smokers of Philip Morris, 400 smokers of Marlboro, 400 smokers of other filter-tip brands. As a source of names for the panel of testers, we used names of Philip Morris smokers obtained in a previous nation-wide study made in May 1955. The names of Marlboro smokers and smokers of other filter-tip brands came from a study done among filter-tip smokers in May 1956. Before inclusion in the panel, each of these names was rechecked by our interviewers to see (1) whether or not they were still smoking that brand, and (2) whether they were willing to take part in the test. These checks were made by telephone where possible. In the case of the Philip Morris smokers, there was nearly a three-to-one ratio of names available, and therefore we did not expect to have to use any special means to supplement the list. The same was true of the names of smokers of filter-tip brands other than Marlboro. In the case of Marlboro smokers, we had only 565 names from which we hoped to get 400 members of our testing panel. We had to expect that a good number of these people might have moved or changed brands in the eight months since we last interviewed them. We therefore instructed each interviewer that if she was unable to fill her assigned quota of Marlboro names, she could go to retail tobacco dealers to get names of additional Marlboro smokers, and then make the same telephone check on these names as to brand smoked and willingness to take part in the test. As it

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turned out, this same technique was necessary in order to complete the panel of Philip Morris smokers.

In using this technique, we cautioned our interviewers to make sure that all respondents in the Philip Morris and Marlboro testing panels were ignorant of the fact that we wanted them particularly because they smoked those brands. They were, on the contrary, given the impression that we were getting smokers of all brands.

After assembling the names by this process, the three sections of our sample consisted of 396 Philip Morris smokers, 400 Marlboro smokers, and 400 smokers of other filter-tip brands. Cigarettes and questionnaires, together with a letter of instruction, were mailed out to these respondents on January 7, 8, 9, 1957.

The codes for the blends used in this test were "FS" and "GS" for Philip Morris smokers, and "FSM" and "GSM" for Marlboro smokers and smokers of other filter-tip brands. The actual packages sent to respondents were not, however, labeled in this way. In order to eliminate possible bias in connection with the labels used and the order in which the cigarettes were smoked, each sample was split so that both coding labels and the order in which the cigarettes were smoked canceled each other out when the respective halves of the sample were combined. The actual coding setup was as follows:

Philip Morris smokers:

FS Blend - Black K-2 and Red E-2

GS Blend - Red K-2 and Black E-2

Marlboro and other filter-tip smokers:

FSM Blend - Black J-2 and Red Z-2

GSM Blend - Red J-2 and Black Z-2

Copies of the questionnaires and letters of instruction are included in this report. Final tabulations were started when the questionnaires had been returned by 48 per cent (189) of the sample of Philip Morris smokers,

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67 per cent (267) of the Marlboro smokers, and 72 per cent (287) of the smokers of other filter-tip brands, and it is on this sample that the tabulations in this report are based.

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ELMO ROPER

30 ROCKEFELLER PLAZA - NEW YORK 20, N. Y.

January 7, 1957

TO THOSE TAKING PART IN THE CIGARETTE TEST:

Back in December, you very kindly consented to take part in a test of some new cigarettes.

The cigarettes we want your opinion on are enclosed. There are two different kinds, and there are five packs of each. Our experience has shown that about that many are needed to give you a chance to become thoroughly familiar with them before you give us your opinion.

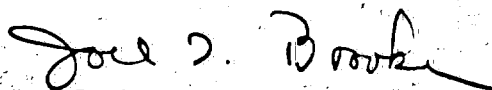
There are many others taking part in this test. In order to be able to compare your opinions with those of the others who are taking part in the test, it is important that everyone do the test in the same way. It will be a great help to us, therefore, if you will follow the "rules of the game" outlined below:

1. While you are smoking the test cigarettes, please don't smoke any of your usual brand. We want the test to be conducted as though you had switched to the test cigarettes as your regular brand.
2. First, please smoke only the cigarettes in the packages labeled K-2 for a period of at least ten days or until they are all gone, if you prefer. Then fill out Part I of the questionnaire.
3. After Part I has been answered, please smoke the cigarettes labeled E-2 for a period of at least ten days or until they are finished.
4. Then please fill in Parts II and III of the questionnaire and return it to us in the enclosed envelope (which needs no postage).

Although we ask for your name on the questionnaire, your report will be kept completely confidential. Your name will not be given to anyone outside our organization.

Thank you again for your cooperation and help on this project. Our sole interest is in getting your honest opinion so that we will be able to help manufacturers make products which suit your tastes.

Yours very truly,



Joel I. Brooke
ELMO ROPER and ASSOCIATES

JIB:bk
Enclosures

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PART I

TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING ALL
OF CIGARETTE "K2", AND BEFORE YOU START SMOKING CIGARETTE "E2".

1. Now that you have tried test cigarette "K-2", we would like you to tell us how you think it compares with other cigarettes you have tried.

Please use the scoreboard below - here is how it is done:

If the test cigarettes are not as good as other cigarettes you have tried, put an "X" in one of the boxes on the left-hand side of the scoreboard.

If they are about average, put an "X" in a box near the middle.

If they are better than other cigarettes you have tried, put the "X" in one of the boxes on the right-hand side of the scoreboard.

How near to the end you put your "X" shows how much poorer or how much better you think the test cigarettes are. Use the last box on the left or right only if these are the very poorest or the very best cigarettes you have ever tried.

OPINION SCOREBOARD

POOREST

BEST

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2. What, if anything, did you dislike about cigarette "K-2"? _____

3. What, if anything, did you like about cigarette "K-2"? _____

- 4a. How many test cigarettes "K-2" did you smoke? _____
(Please be as exact as you can)

- b. If you smoked less than all the test cigarettes "K-2", please tell why _____

- 5a. Is test cigarette "K-2" like any brand
of cigarette you have smoked before?

Yes ☐

No ☐

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- b. (If "yes") What brand is it like? _____

NOTE: Now that you have told us about cigarette "K-2", start smoking cigarette "E-2". Even if you haven't smoked all the "K-2" cigarettes, please do not smoke any of them while you are smoking cigarette "E-2". The questions on the next page are not to be answered until you have finished smoking all of cigarette "E-2".

PART II

TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING ALL OF CIGARETTE "E-2".

1. Now that you have tried test cigarette "E2", we would like you to tell us how you think it compares with other cigarettes you have tried.

Please use the scoreboard below - here is how it is done:

If the test cigarettes are not as good as other cigarettes you have tried, put an "X" in one of the boxes on the left-hand side of the scoreboard.

If they are about average, put the "X" in a box near the middle.

If they are better than other cigarettes you have tried, put the "X" in one of the boxes on the right-hand side of the scoreboard.

How near to the end you put your "X" shows how much poorer or how much better you think the test cigarettes are. Use the last box on the left or right only if these are the very poorest or the very best cigarettes you have ever tried.

OPINION SCOREBOARD

POOREST

BEST

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

2. What, if anything, did you dislike about cigarette "E-2"? _____

3. What, if anything, did you like about cigarette "E-2"? _____

- 4a. How many test cigarettes "E-2" did you smoke? _____
(Please be as exact as you can)

- b. If you smoked less than all the test cigarettes "E-2", please tell why _____

- 5a. Is test cigarette "E2" like any brand of cigarette you have smoked before?

Yes ☐

No ☐

- b. (If "yes") What brand is it like? _____

PLEASE ANSWER QUESTIONS IN PART III

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PART III - TO BE COMPLETED AFTER YOU HAVE ANSWERED PART II

1a. Now all things considered, which of the two cigarettes you tested did you prefer?

Preferred "K-2" ☐

Preferred "E-2" ☐

No Preference ☐

b. If you preferred one cigarette to the other, please tell us why: _____

2. Which test cigarette did you think: (Check one of the boxes for each quality listed)

	<u>"K-2"</u>	<u>"E-2"</u>	<u>No Preference</u>
Had the better flavor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Left the better after taste (after smoking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had the better aroma	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was smoother.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was cooler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was easier to draw on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was more satisfying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had the better strength	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IN THE FOLLOWING, PLEASE ANSWER THE QUESTIONS IN BOTH COLUMNS.

3a. Did you think cigarette "K-2" was:

Too mild ☐
Too strong ☐
About right ☐

3b. Did you think cigarette "E-2" was:

Too mild ☐
Too strong ☐
About right ☐

4a. Did you think cigarette "K-2" was:

Too sweet ☐
Not sweet enough ☐
About right ☐

4b. Did you think cigarette "E-2" was:

Too sweet ☐
Not sweet enough ☐
About right ☐

5a. Did you think cigarette "K-2" burned:

Too slowly ☐
Too rapidly ☐
About right ☐

5b. Did you think cigarette "E-2" burned:

Too slowly ☐
Too rapidly ☐
About right ☐

6. How many cigarettes (not packs)
do you usually smoke in one day? _____

(Be sure to answer questions on next page)

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7a. What one brand of cigarettes do you now smoke most often? _____

b. Is this regular size? ☐ or King size? ☐ Long size? ☐

c. Does it have a filter tip? Yes ☐ No ☐

8a. Do you now smoke any other brands
of cigarettes with some frequency? Yes ☐ No ☐

(If "No", skip to Question #9)

b. What one other brand do you smoke with some frequency? _____

c. Is this regular size? ☐ or King size ☐

d. Does it have a filter tip? Yes ☐ No ☐

9. Please indicate your age and sex:

Age: 18-20 ☐ 21-24 ☐ 25-34 ☐ 35-49 ☐ 50 and over ☐

Sex: Male ☐ Female ☐

Tester's Name _____

Town or City _____ State _____

Thanks again for your cooperation.

EIIMO ROPER and ASSOCIATES
30 Rockefeller Plaza
New York 20, New York

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FILTER CIGARETTE TEST REPORT

PART I

TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING ALL
OF CIGARETTE "J-2", AND BEFORE YOU START SMOKING CIGARETTE "Z-2".

1. Now that you have tried test cigarette "J-2", we would like you to tell us how you think it compares with other cigarettes you have tried.

Please use the scoreboard below - here is how it is done:

If the test cigarettes are not as good as other cigarettes you have tried, put an "X" in one of the boxes on the left-hand side of the scoreboard.

If they are about average, put an "X" in a box near the middle.

If they are better than other cigarettes you have tried, put the "X" in one of the boxes on the right-hand side of the scoreboard.

How near to the end you put your "X" shows how much poorer or how much better you think the test cigarettes are. Use the last box on the left or right only if these are the very poorest or the very best cigarettes you have ever tried.

OPINION SCOREBOARD

POOREST

BEST

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

2. What, if anything, did you dislike about cigarette "J-2"? _____

3. What, if anything, did you like about cigarette "J-2"? _____

- 4a. How many test cigarettes "J-2" did you smoke? _____
(Please be as exact as you can)

- b. If you smoked less than all the test cigarettes "J-2", please tell why _____

- 5a. Is test cigarette "J-2" like any brand
of cigarette you have smoked before?

Yes ☐

No ☐

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- b. (If "yes"): What brand is it like? _____

NOTE: Now that you have told us about cigarette "J-2", start smoking cigarette "Z-2". Even if you haven't smoked all the "J-2" cigarettes, please do not smoke any of them while you are smoking cigarette "Z-2". The questions on the next page are not to be answered until you have finished smoking all of cigarette "Z-2".

PART II

TO BE ANSWERED IMMEDIATELY AFTER YOU HAVE FINISHED SMOKING ALL OF CIGARETTE "Z-2".

1. Now that you have tried test cigarette "Z-2", we would like you to tell us how you think it compares with other cigarettes you have tried.

Please use the scoreboard below - here is how it is done:

If the test cigarettes are not as good as other cigarettes you have tried, put an "X" in one of the boxes on the left-hand side of the scoreboard.

If they are about average, put the "X" in a box near the middle.

If they are better than other cigarettes you have tried, put the "X" in one of the boxes on the right-hand side of the scoreboard.

How near to the end you put your "X" shows how much poorer or how much better you think the test cigarettes are. Use the last box on the left or right only if these are the very poorest or the very best cigarettes you have ever tried.

OPINION SCOREBOARD

POOREST

BEST

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

2. What, if anything, did you dislike about cigarette "Z-2"? _____

3. What, if anything, did you like about cigarette "Z-2"? _____

- 4a. How many test cigarettes "Z-2" did you smoke? _____
(Please be as exact as you can)

- b. If you smoked less than all the test cigarettes "Z-2", please tell why _____

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- 5a. Is test cigarette "Z-2" like any brand of cigarette you have smoked before?

Yes ☐

No ☐

- b. (If "yes") What brand is it like? _____

PLEASE ANSWER QUESTIONS IN PART III

PART III - TO BE COMPLETED AFTER YOU HAVE ANSWERED PART II

1a. Now all things considered, which of the two cigarettes you tested did you prefer?

Preferred "J-2" ☐

Preferred "Z-2" ☐

No Preference ☐

b. If you preferred one cigarette to the other, please tell us why: _____

2. Which test cigarette did you think: (Check one of the boxes for each quality listed)

	"J-2"	"Z-2"	No Preference
Had the better flavor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Left the better after taste (after smoking)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had the better aroma.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was smoother.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was cooler.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was easier to draw on	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was more satisfying	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Had the better strength	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

IN THE FOLLOWING, PLEASE ANSWER THE QUESTIONS IN BOTH COLUMNS

3a. Did you think cigarette "J-2" was:

Too mild ☐
Too strong ☐
About right ☐

3b. Did you think cigarette "Z-2" was:

Too mild ☐
Too strong ☐
About right ☐

4a. Did you think cigarette "J-2" was:

Too sweet ☐
Not sweet enough ☐
About right ☐

4b. Did you think cigarette "Z-2" was:

Too sweet ☐
Not sweet enough ☐
About right ☐

5a. Did you think cigarette "J-2" burned:

Too slowly ☐
Too rapidly ☐
About right ☐

5b. Did you think cigarette "Z-2" burned:

Too slowly ☐
Too rapidly ☐
About right ☐

6a. Which of the cigarettes did you think had the better filter?

"J-2" ☐

"Z-2" ☐

No Preference ☐

b. If you preferred one filter to the other, please tell us why: _____

1001753339

7. How many cigarettes (not packs) do you usually smoke in one day? _____

8a. What one brand of cigarettes do you now smoke most often? _____

b. Is this regular size? ☐ or King size ☐

c. Does it have a filter tip? Yes ☐ No ☐

9a. Do you now smoke any other brands of cigarettes with some frequency?

Yes ☐ No ☐

(If "No", skip to Question #10)

b. What one other brand do you smoke with some frequency? _____

c. Is this regular size? ☐ or King size ☐

d. Does it have a filter tip? Yes ☐ No ☐

10. Please indicate your age and sex:

Age: 18-20 ☐ 21-24 ☐ 25-34 ☐ 35-49 ☐ 50 and over ☐

Sex: Male ☐ Female ☐

Tester's Name _____

Town or City _____ State _____

Thanks again for your cooperation.

ELMO ROPER and ASSOCIATES
30 Rockefeller Plaza
New York 20, New York

1001753400

PHILIP MORRIS SMOKERS

1001753401

PART III - 1a. Now all things considered, which of the
two cigarettes you tested did you prefer?

	<u>Total</u>
Number of respondents	189 (100%)
	# %
PREFER FS BLEND	87 46
PREFER GS BLEND	70 37
NO PREFERENCE	21 11
NO ANSWER	11 6

1001753402

PARTS I & II - 1. How testers rated the test ~~2121~~ cigarettes

Number of respondents.	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
Rating	#	%	#	%
0	10	5	6	3
5	1	1	3	2
10	9	5	7	4
15	8	4	8	5
20	5	3	10	5
25	10	5	18	9
30	10	5	5	3
35	7	4	6	3
40	4	2	9	5
45	12	6	15	8
50	22	12	22	12
55	10	5	7	4
60	6	3	7	4
65	9	5	9	5
70	8	4	10	5
75	6	3	6	3
80	9	5	6	3
85	10	5	4	2
90	10	5	4	2
95	3	2	4	2
100	13	7	12	6
NO ANSWER	7	4	11	5

Average rating

52.0

48.6

1001753403

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	<u>41</u>	<u>22</u>	<u>37</u>	<u>20</u>
Not firmly packed; too loosely packed	<u>17</u>	<u>9</u>	<u>18</u>	<u>10</u>
Don't like length	17	9	14	7
Too dry	6	3	8	4
Large shreds of tobacco	1	1	2	1
Packed too tightly	-	-	1	1
STRENGTH	<u>36</u>	<u>19</u>	<u>48</u>	<u>25</u>
Too strong	<u>28</u>	<u>15</u>	<u>39</u>	<u>21</u>
Too mild	8	4	9	5
TASTE	<u>31</u>	<u>16</u>	<u>35</u>	<u>19</u>
Left bad taste; left aftertaste	<u>8</u>	<u>4</u>	<u>8</u>	<u>4</u>
Flavor too mild; not enough flavor; flat taste	6	3	5	3
Poor flavor; poor taste	6	3	7	4
Taste too strong	4	2	4	2
Dry taste; stale taste	3	2	-	-
Taste too bitter	3	2	5	3
Taste too sweet	2	1	3	2
Not sweet enough	-	-	1	1
Other	1	5	2	1
EFFECT ON MOUTH, THROAT, ETC.	<u>22</u>	<u>12</u>	<u>26</u>	<u>14</u>
Irritating; burns; bites; causes cough, etc.	22	12	24	13
Caused aftereffects	-	-	3	2
BURNING QUALITIES	<u>19</u>	<u>10</u>	<u>22</u>	<u>12</u>
Burns too fast; burns more	<u>17</u>	<u>9</u>	<u>20</u>	<u>11</u>
Difficult to keep lit	1	1	1	1
Ash doesn't stay on; weak ash	1	1	-	-
Other	-	-	1	1
DIFFICULTY IN SMOKING--NOT EASY DRAWING	<u>4</u>	<u>2</u>	<u>1</u>	<u>1</u>
POOR AROMA	<u>4</u>	<u>2</u>	<u>3</u>	<u>2</u>
DISLIKE FILTER; EFFECT, TASTE OF FILTER	<u>3</u>	<u>2</u>	<u>2</u>	<u>1</u>
COOLNESS--NOT COOL SMOKING; HOT	<u>2</u>	<u>1</u>	<u>7</u>	<u>4</u>
ALL OTHER	<u>4</u>	<u>2</u>	<u>4</u>	<u>2</u>
Not satisfying; had to smoke more	3	2	3	2
Not as good as own brand	1	1	-	-
Poor cigarette; dislike them	-	-	1	1
Other	3	2	1	1
NONE OR DON'T KNOW	<u>73</u>	<u>39</u>	<u>67</u>	<u>35</u>

1001753104

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Answers of respondents who prefer FS Blend

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	87** (100%)		87** (100%)	
	#	%	#	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	<u>17</u>	<u>20</u>	<u>17</u>	<u>20</u>
Not firmly packed; too loosely packed	8	9	9	10
Don't like length	8	9	4	5
Too dry	1	1	7	8
Large shreds of tobacco	1	1	2	2
Packed too tightly	-	-	1	1
STRENGTH	<u>7</u>	<u>8</u>	<u>42</u>	<u>48</u>
Too strong	4	5	36	41
Too mild	3	3	6	7
TASTE	<u>2</u>	<u>2</u>	<u>24</u>	<u>28</u>
Left bad taste; left aftertaste	-	-	6	7
Flavor too mild; not enough flavor;				
flat taste	1	1	1	1
Poor flavor; poor taste	-	-	4	5
Taste too strong	-	-	4	5
Dry taste; stale taste	-	-	-	-
Taste too bitter	-	-	4	5
Taste too sweet	-	-	2	2
Not sweet enough	-	-	1	1
Other	1	1	2	2
EFFECT ON MOUTH, THROAT, ETC.	-	-	<u>21</u>	<u>24</u>
Irritating; burns; bites; causes				
cough, etc.	-	-	18	21
Caused aftereffects	-	-	3	3
BURNING QUALITIES	<u>10</u>	<u>11</u>	<u>15</u>	<u>17</u>
Burns too fast; burns more	8	9	14	16
Difficult to keep lit	1	1	1	1
Ash doesn't stay on; weak ash	1	1	-	-
Other	-	-	-	-
DIFFICULTY IN SMOKING--NOT EASY DRAWING	<u>2</u>	<u>2</u>	<u>1</u>	<u>1</u>
POOR AROMA	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>
DISLIKE FILTER; EFFECT, TASTE OF FILTER	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
COOLNESS--NOT COOL SMOKING; HOT	-	-	<u>6</u>	<u>7</u>
ALL OTHER	<u>2</u>	<u>2</u>	<u>3</u>	<u>3</u>
Not satisfying; had to smoke more	1	1	2	2
Not as good as own brand	1	1	-	-
Poor cigarette; dislike them	-	-	1	1
Other	-	-	1	1
NONE OR DON'T KNOW	<u>50</u>	<u>57</u>	<u>9</u>	<u>11</u>

: **Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Answers of respondents who prefer GS Blend

Number of respondents	Respondents' answers about:			
	GS Blend		FS Blend	
	70** (100%)		70** (100%)	
	#	%	#	%
PHYSICAL CHARACTERISTICS OF CIGARETTE	<u>11</u>	<u>16</u>	<u>13</u>	<u>19</u>
Not firmly packed; too loosely packed	<u>6</u>	<u>9</u>	<u>7</u>	<u>10</u>
Don't like length	<u>4</u>	<u>6</u>	<u>3</u>	<u>4</u>
Too dry	<u>1</u>	<u>1</u>	<u>4</u>	<u>6</u>
Large shreds of tobacco	-	-	-	-
Packed too tightly	-	-	-	-
STRENGTH	<u>5</u>	<u>7</u>	<u>23</u>	<u>33</u>
Too strong	<u>2</u>	<u>3</u>	<u>19</u>	<u>27</u>
Too mild	<u>3</u>	<u>4</u>	<u>4</u>	<u>6</u>
TASTE	<u>5</u>	<u>7</u>	<u>24</u>	<u>34</u>
Left bad taste; left aftertaste	-	-	<u>7</u>	<u>10</u>
Flavor too mild; not enough flavor;				
flat taste	<u>3</u>	<u>4</u>	<u>5</u>	<u>7</u>
Poor flavor; poor taste	-	-	<u>4</u>	<u>6</u>
Taste too strong	-	-	<u>4</u>	<u>6</u>
Dry taste; stale taste	-	-	<u>2</u>	<u>3</u>
Taste too bitter	<u>1</u>	<u>1</u>	<u>3</u>	<u>4</u>
Taste too sweet	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
Not sweet enough	-	-	-	-
Other	-	-	-	-
EFFECT ON MOUTH, THROAT, ETC.	<u>2</u>	<u>3</u>	<u>19</u>	<u>27</u>
Irritating; burns; bites; causes				
cough, etc.	<u>2</u>	<u>3</u>	<u>19</u>	<u>27</u>
Caused aftereffects	-	-	-	-
BURNING QUALITIES	<u>6</u>	<u>9</u>	<u>7</u>	<u>10</u>
Burns too fast; burns more	<u>5</u>	<u>7</u>	<u>7</u>	<u>10</u>
Difficult to keep lit	-	-	-	-
Ash doesn't stay on; weak ash	-	-	-	-
Other	<u>1</u>	<u>2</u>	-	-
DIFFICULTY IN SMOKING--NOT EASY DRAWING	-	-	<u>1</u>	<u>1</u>
POOR AROMA	-	-	<u>1</u>	<u>1</u>
DISLIKE FILTER; EFFECT, TASTE OF FILTER	<u>1</u>	<u>1</u>	<u>1</u>	<u>1</u>
COOLNESS--NOT COOL SMOKING; HOT	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>
ALL OTHER	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>
Not satisfying; had to smoke more	<u>1</u>	<u>1</u>	<u>2</u>	<u>3</u>
Not as good as own brand	-	-	-	-
Poor cigarette; dislike them	-	-	-	-
Other	-	-	<u>3</u>	<u>4</u>
NONE OR DON'T KNOW	<u>44</u>	<u>63</u>	<u>10</u>	<u>15</u>

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753406

PARTS I & II - 3. What, if anything, did you like about the cigarette?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
TASTE	64	34	44	23
Better flavor; like taste; good tasting	47	25	26	14
Smooth taste	7	4	6	3
Good (pleasant) aftertaste	4	2	1	1
Didn't leave bad taste; no aftertaste	3	2	3	2
Strong taste; more flavor	2	1	1	1
Like mentholated taste; cool taste	1	1	1	1
Mild flavor	1	1	3	2
True tobacco taste	-	-	1	1
Other (taste)	2	1	3	2
STRENGTH	67	35	59	31
Mildness	62	33	57	30
About right in strength	7	4	7	4
Stronger	1	1	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	10	5	10	5
Very well packed, packed firmly	10	5	8	4
Like length	1	1	2	1
EASE OF SMOKING--EASY DRAWING	10	5	11	6
EFFECT ON MOUTH, THROAT, ETC.	8	4	5	3
Not irritating; didn't burn, bite, cause cough	8	4	5	3
No aftereffects	-	-	1	1
BURNING QUALITIES	7	4	10	5
Slower burning	4	2	2	1
Even burning	2	1	5	3
Burns well	1	1	2	1
Stays lit	-	-	1	1
GOOD AROMA	7	4	5	3
COOLNESS--COOL SMOKING; NOT HOT	5	3	2	1
LIKE FILTER; EFFECT, TASTE OF FILTER, ETC.	2	1	3	2
ALL OTHER	18	9	18	10
Similar to (as good as) own brand	5	3	1	1
Satisfying; enjoyable smoking	4	2	6	3
A good cigarette; like it; liked everything about it	2	1	1	1
Better than most cigarettes	-	-	3	2
Average quality; okay	1	1	2	1
Other	6	3	5	3
NONE OR DON'T KNOW	58	31	79	42

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

PARTS I & II - 4a. How many test cigarettes did you smoke?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
5 PACKS - 100 CIGARETTES	122	65	112	59
4½ TO 5 PACKS - 90 - 99 CIGARETTES	15	8	29	15
4 TO 4½ PACKS - 80 - 89 CIGARETTES	22	12	18	10
3½ TO 4 PACKS - 70 - 79 CIGARETTES	5	3	6	3
3 TO 3½ PACKS - 60 - 69 CIGARETTES	12	6	7	4
2½ TO 3 PACKS - 50 - 59 CIGARETTES	3	1	2	1
2 TO 2½ PACKS - 40 - 49 CIGARETTES	4	2	3	2
1½ TO 2 PACKS - 30 - 39 CIGARETTES	-	-	-	-
1 TO 1½ PACKS - 20 - 29 CIGARETTES	-	-	1	1
1½ TO 1 PACK - 10 - 19 CIGARETTES	-	-	-	-
LESS THAN ½ PACK - 1 - 9 CIGARETTES	1	*	1	*
NO ANSWER	5	3	10	5
Average number of test cigarettes smoked	92.4 (Approx. 4½ packs)		93.1 (Approx. 4½ packs)	

1001753408

*Less than .5 per cent

PARTS I & II - 4b. If you smoked less than all the test cigarettes, please tell why.

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
YES, SMOKED LESS THAN FULL CARTON	<u>62</u>	<u>32</u>	<u>67</u>	<u>36</u>
Gave some to friends, relations; friends, relations tried them	27	14	28	15
Didn't like the test cigarette	23	12	21	11
Friends asked to try them--curious	4	2	3	2
Wanted to get opinion of others; gave them to friends, relations	1	1	1	1
Package, box interested friends-- asked to try them	1	1	2	1
Haven't finished smoking them; not a heavy smoker	-	-	2	1
All other	1	*	2	1
No answer	5	2	8	4
NO, SMOKED FULL CARTON	<u>122</u>	<u>65</u>	<u>112</u>	<u>59</u>
NO ANSWER	<u>5</u>	<u>3</u>	<u>10</u>	<u>5</u>

1001753409

*Less than .5 per cent

PARTS I & II - 5a. Is test cigarette like any brand of
cigarette you have smoked before?

and

5b. (If "yes") What brand is it like?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
YES, TEST CIGARETTE RESEMBLES	<u>115</u>	<u>61</u>	<u>106</u>	<u>56</u>
Philip Morris	75	40	56	30
Chesterfield	14	7	13	7
Lucky Strike	9	5	10	5
Camels	8	4	15	8
Old Gold	2	1	3	2
Pall Mall	2	1	5	3
Viceroy	1	1	-	-
L & M	-	-	1	1
Kent	-	-	1	1
Parliament	-	-	1	1
Other filter	1	*	1	5
Other non-filter	-	-	4	2
None or don't know	3	2	4	2
NO, TEST CIGARETTE IS NOT SIMILAR TO ANY BRAND PREVIOUSLY SMOKED	<u>74</u>	<u>39</u>	<u>83</u>	<u>44</u>

1001753410

*Less than .5 per cent

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

PART III - lb. If you preferred one cigarette to the other, please tell us why.

Number of respondents	Respondents who prefer:			
	FS Blend		GS Blend	
	87** (100%)		70** (100%)	
	#	%	#	%
STRENGTH	49	56	30	43
Mildness	45	52	27	39
Stronger	3	3	-	-
About right in strength	1	1	3	4
TASTE	36	41	31	44
Better flavor; like taste; good tasting	26	29	19	27
Didn't leave bad taste; no aftertaste	8	9	2	3
Smooth taste; mellow flavor	2	2	7	10
Mild flavor	1	1	1	1
Sweet taste	1	1	-	-
True tobacco taste; tobacco taste came through filter	1	1	1	1
Fresh tasting tobacco	1	1	2	3
Taste is not sweet	-	-	1	1
Like mentholated taste; cool taste	-	-	1	1
Other	-	-	1	1
PHYSICAL CHARACTERISTICS OF CIGARETTE	11	13	8	11
Very well packed; packed firmly	6	7	6	9
Not as dry	4	5	2	3
Other	1	1	-	-
EFFECT ON THROAT, MOUTH, ETC.	8	9	9	13
Not irritating; didn't burn, bite, cause cough	8	9	8	12
No aftereffects	-	-	1	1
COOL SMOKING; NOT HOT	7	8	3	4
BURNING QUALITIES	6	7	3	4
Slower burning	5	6	3	4
Burns well	1	1	-	-
GOOD AROMA; PLEASANT AROMA	4	5	2	3
EASE OF SMOKING--EASY DRAWING	2	2	4	6
ALL OTHER	14	16	15	21
Similar to own brand	8	9	5	7
Satisfying; enjoyable smoking	5	6	9	13
Good cigarette; like it	1	1	1	1
Other	2	2	-	-
NO SPECIFIC REASONS MENTIONED	10	12	7	10

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753411

PART III - 2. Which test cigarette did you think had these qualities:

		Analyzed by respondents who:							
Total		Prefer FS Blend		Prefer GS Blend		Have no preference			
Number of respondents 189 (100%)		87** (100%)		70** (100%)		21** (100%)			
	#	%	#	%	#	%	#	%	
<u>Had the better flavor</u>									
PREFER FS	83	44	78	90	1	1	4	19	
PREFER GS	67	36	1	1	62	89	3	14	
NO PREFERENCE	23	12	7	8	3	4	13	62	
NO ANSWER	16	8	1	1	4	6	1	5	
<u>Left the better aftertaste</u>									
PREFER FS	75	40	72	83	1	1	2	10	
PREFER GS	60	31	2	2	53	76	4	19	
NO PREFERENCE	35	19	11	13	11	16	13	62	
NO ANSWER	19	10	2	2	5	7	2	10	
<u>Had the better aroma</u>									
PREFER FS	62	33	59	69	2	3	4	19	
PREFER GS	41	22	2	2	37	53	2	10	
NO PREFERENCE	62	33	22	25	26	37	13	62	
NO ANSWER	21	12	4	4	5	7	2	10	
<u>Was smoother</u>									
PREFER FS	73	39	66	76	6	9	1	5	
PREFER GS	63	33	5	6	53	76	4	19	
NO PREFERENCE	29	15	10	12	5	7	14	67	
NO ANSWER	24	13	6	6	6	9	2	9	
<u>Was cooler</u>									
PREFER FS	68	36	59	68	7	10	2	10	
PREFER GS	50	26	5	6	39	56	5	24	
NO PREFERENCE	42	22	16	18	14	20	12	56	
NO ANSWER	29	16	7	8	10	14	2	10	
<u>Was easier to draw on</u>									
PREFER FS	48	25	39	45	8	11	1	5	
PREFER GS	43	23	10	12	31	45	2	10	
NO PREFERENCE	70	37	31	35	23	33	15	71	
NO ANSWER	28	15	7	8	8	11	3	14	
<u>Was more satisfying</u>									
PREFER FS	79	42	73	84	3	4	3	14	
PREFER GS	58	30	1	1	54	78	2	10	
NO PREFERENCE	31	16	10	12	8	11	13	62	
NO ANSWER	21	12	3	3	5	7	3	14	
<u>Had the better strength</u>									
PREFER FS	63	30	44	31	16	37	2	10	
PREFER GS	56	33	24	47	30	29	2	10	
NO PREFERENCE	39	21	10	12	15	21	14	67	
NO ANSWER	31	16	9	10	9	13	3	14	

1001753412

**Percentages based on less than 100 cases are often unreliable.

Source: <https://www.industrydocuments.ucsf.edu/docs/fshk0000>

Part III - 3a,b. Do you think cigarette tested was too mild, too strong or about right?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
PREFER FS BLEND	<u>87</u>	<u>46</u>	<u>87</u>	<u>46</u>
Too mild	5	3	12	6
Too strong	3	2	58	31
About right	78	41	13	7
No answer	1	*	4	2
PREFER GS BLEND	<u>70</u>	<u>37</u>	<u>70</u>	<u>37</u>
Too mild	9	5	6	3
Too strong	47	25	2	1
About right	10	5	61	32
No answer	4	2	1	1
NO PREFERENCE	<u>21</u>	<u>11</u>	<u>21</u>	<u>11</u>
Too mild	1	*	1	*
Too strong	5	3	3	2
About right	14	7	15	8
No answer	1	1	2	1
NO ANSWER	<u>11</u>	<u>6</u>	<u>11</u>	<u>6</u>
TOTAL				
Too mild	15	8	19	9
Too strong	55	30	63	34
About right	102	53	89	47
No answer	17	9	18	10

*Less than .5 per cent

1001753413

Part III - 4a,b. Do you think cigarette tested was too sweet, not sweet enough or about right?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
PREFER FS BLEND	<u>87</u>	<u>46</u>	<u>87</u>	<u>46</u>
Too sweet	2	1	10	5
Not sweet enough	4	2	51	27
About right	78	41	16	9
No answer	3	2	10	5
PREFER GS BLEND	<u>70</u>	<u>37</u>	<u>70</u>	<u>37</u>
Too sweet	10	5	4	2
Not sweet enough	27	14	2	1
About right	21	12	61	32
No answer	12	6	3	2
NO PREFERENCE	<u>21</u>	<u>11</u>	<u>21</u>	<u>11</u>
Too sweet	2	1	-	-
Not sweet enough	6	3	4	2
About right	12	6	15	8
No answer	1	1	2	1
NO ANSWER	<u>11</u>	<u>6</u>	<u>11</u>	<u>6</u>
TOTAL				
Too sweet	14	7	14	7
Not sweet enough	37	19	57	30
About right	111	59	92	49
No answer	27	15	26	14

1001753414

PART III - 5a,b. Do you think cigarette tested burned too slowly, too rapidly, or about right?

Number of respondents	Respondents' answers about:			
	FS Blend		GS Blend	
	189 (100%)		189 (100%)	
	#	%	#	%
PREFER FS BLEND	<u>87</u>	<u>46</u>	<u>87</u>	<u>46</u>
Burned too slowly	<u>2</u>	<u>1</u>	<u>6</u>	<u>3</u>
Burned too rapidly	14	7	44	23
About right	70	37	30	16
No answer	1	1	7	4
PREFER GS BLEND	<u>70</u>	<u>37</u>	<u>70</u>	<u>37</u>
Burned too slowly	<u>5</u>	<u>3</u>	<u>1</u>	<u>1</u>
Burned too rapidly	25	13	13	7
About right	29	15	55	29
No answer	11	6	1	*
NO PREFERENCE	<u>21</u>	<u>11</u>	<u>21</u>	<u>11</u>
Burned too slowly	-	-	-	-
Burned too rapidly	3	2	2	1
About right	15	8	17	9
No answer	3	1	2	1
NO ANSWER	<u>11</u>	<u>6</u>	<u>11</u>	<u>6</u>
TOTAL				
Burned too slowly	7	4	7	4
Burned too rapidly	42	22	59	31
About right	114	60	102	54
No answer	26	14	21	11

*Less than .5 per cent

1001753415

PART III - 6. How many cigarettes (not packs) do you usually smoke in one day?

	Total		Analyzed by respondents who:					
			Prefer FS Blend		Prefer GS Blend		Have no preference	
	189 (100%)		87** (100%)		70** (100%)		21** (100%)	
	#	%	#	%	#	%	#	%
HEAVY SMOKERS:								
SMOKE 21 OR MORE PER DAY								
31 or more	23	12	12	14	10	14	1	5
26 - 30	29	15	15	17	8	12	6	28
21 - 25	22	12	8	9	10	14	3	14
MODERATE SMOKERS:								
SMOKE 15 - 20 PER DAY	79	42	41	47	30	43	8	38
LIGHT SMOKERS:								
SMOKE 14 OR LESS PER DAY								
10 - 14	17	9	8	9	7	10	1	5
Less than 10	8	4	3	4	3	4	2	10
NO ANSWER	11	6	-	-	2	3	-	-
Average number of cigarettes smoked per day	21.1		21.3		21.0		20.7	

**Percentages based on less than 100 cases are often unreliable.

1001753416

PART III - 8. Do you now smoke any other brands of cigarettes with some frequency?

Number of respondents	Total	
	189 (100%)	
	#	%
YES, SMOKE OTHER BRANDS	<u>60</u>	<u>32</u>
Camel	4	2
Chesterfield		
Regular	3	2
King	3	2
Herbert Tareyton		
Non-filter	1	*
Filter	1	*
Hit Parade (Filter)	1	*
Kent (King-filter)	1	*
Kool (Regular)	1	*
L & M (Filter)	4	2
Lucky Strike	10	6
Marlboro (Filter)	3	2
Old Gold		
Non-filter--Regular	1	*
King	1	*
Filter	1	*
Pall Mall	13	7
Parliament (Filter)	1	1
Salem (Filter)	3	2
Viceroy (Filter)	2	1
Winston (Filter)	3	2
Other non-filter	1	1
Other filter	2	1
NO, DO NOT SMOKE OTHER BRANDS	<u>129</u>	<u>68</u>

*Less than .5 per cent

1001753417

DISTRIBUTION OF RESPONDENTS

	<u>Total</u>		<u>Analyzed by respondents who:</u>							
			<u>Prefer FS Blend</u>		<u>Prefer GS Blend</u>		<u>Have no preference</u>			
Number of respondents	189 (100%)		87** (100%)		70** (100%)		21** (100%)			
	#	%	#	%	#	%	#	%	#	%
<u>Sex</u>										
Male	117	62	54	62	40	57	16	76		
Female	70	37	31	36	30	43	5	24		
Not recorded	2	1	2	2	-	-	-	-		
<u>Age</u>										
18 - 20	2	1	-	-	2	3	-	-		
21 - 24	10	5	4	5	5	7	-	-		
25 - 34	51	27	22	25	22	31	6	29		
35 - 49	80	43	40	46	26	37	10	47		
50 and over	44	23	19	22	15	22	5	24		
Not recorded	2	1	2	2	-	-	-	-		

1001753418

**Percentages based on less than 100 cases are often unreliable.

MARLBORO SMOKERS

1001753419

PART III - 1a. Now all things considered, which of the two cigarettes you tested did you prefer?

	<u>Total</u>	
Number of respondents	267	(100%)
	#	%
PREFER FSM BLEND	125	47
PREFER GSM BLEND	95	36
NO PREFERENCE	35	13
NO ANSWER	12	4

1001753420

PARTS I & II - 1. How testers rated the test filter cigarettes

Number of respondents:	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
Rating	#	%	#	%
0	1	*	6	2
5	2	1	3	1
10	9	3	7	3
15	14	5	5	2
20	14	5	12	4
25	5	2	14	5
30	7	3	7	3
35	7	3	13	5
40	9	3	10	4
45	24	9	21	8
50	33	12	31	12
55	8	3	10	4
60	13	5	13	5
65	8	3	10	4
70	10	4	10	4
75	15	6	17	6
80	15	6	12	4
85	10	4	10	3
90	18	7	15	6
95	17	6	10	3
100	18	7	16	6
NO ANSWER	10	3	15	6
Average rating	58.0		55.5	

*Less than .5 per cent.

1001753421

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
STRENGTH	46	17	52	19
Too strong	38	14	42	16
Too mild	8	3	11	4
TASTE	40	15	65	24
Left bad taste; left aftertaste	9	3	12	4
Taste too bitter	6	2	7	3
Flavor too mild; not enough flavor; flat taste	5	2	13	5
Poor flavor; poor taste	5	2	7	3
Taste too strong	5	2	9	3
Medicated taste; menthol taste	5	2	7	3
Taste too sweet	2	1	5	2
Not sweet enough	2	1	2	1
No true tobacco taste	1	*	2	1
Strange flavor	1	*	2	1
Other	1	*	5	2
EFFECT ON MOUTH, THROAT, ETC.	30	11	31	12
Irritating; burns; bites; causes cough, etc.	30	11	31	12
Caused aftereffects	-	-	1	*
BURNING QUALITIES	26	10	22	8
Burns too fast; burns more	20	7	17	6
Difficult to keep lit	3	1	1	*
Ash doesn't stay on; weak ash	3	1	4	1
Doesn't burn evenly	-	-	2	1
Other	1	1	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	16	6	18	7
Not firmly packed; too loosely packed	9	3	8	3
Too dry	4	1	8	3
Large shreds of tobacco	2	1	1	*
Don't like length	1	1	-	-
Packed too tightly	-	-	1	1
DIFFICULTY IN SMOKING--NOT EASY DRAWING	6	2	4	1
POOR AROMA	5	2	7	3
COOLNESS--NOT COOL SMOKING, HOT	4	1	5	2
DISLIKE FILTER; EFFECT, TASTE OF FILTER	3	1	7	3
ALL OTHER	2	1	2	1
Not satisfying; had to smoke more	1	1	1	1
Not enough body	1	*	-	-
Not as good as own brand	-	-	1	*
Other	1	*	3	1
NONE OR DON'T KNOW	134	50	120	45

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Answers of respondents who prefer FSM Blend

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	125 (100%)		125 (100%)	
	#	%	#	%
STRENGTH	6	5	44	35
Too strong	3	2	35	28
Too mild	3	3	9	7
TASTE	8	6	52	42
Left bad taste; left aftertaste	-	-	9	7
Taste too bitter	1	1	6	5
Flavor too mild; not enough flavor; flat taste	2	2	9	7
Poor flavor; poor taste	-	-	5	4
Taste too strong	-	-	9	7
Medicated taste; menthol taste	3	2	6	5
Taste too sweet	1	1	5	4
Not sweet enough	-	-	-	-
No true tobacco taste	1	1	2	2
Strange flavor	-	-	2	2
Other	-	-	3	2
EFFECT ON MOUTH, THROAT, ETC.	1	1	27	22
Irritating; burns; bites; causes cough, etc.	1	1	26	21
Caused aftereffects	-	-	1	1
BURNING QUALITIES	10	8	11	9
Burns too fast; burns more	8	6	9	7
Difficult to keep lit	2	2	1	1
Ash doesn't stay on; weak ash	1	1	2	2
Doesn't burn evenly	-	-	-	-
Other	-	-	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	8	6	9	7
Not firmly packed; too loosely packed	7	6	4	3
Too dry	-	-	5	4
Large shreds of tobacco	-	-	-	-
Don't like length	1	1	-	-
Packed too tightly	-	-	-	-
DIFFICULTY IN SMOKING--NOT EASY DRAWING	2	2	1	2
POOR AROMA	1	1	4	3
COOLNESS--NOT COOL SMOKING; HOT	-	-	3	2
DISLIKE FILTER; EFFECT, TASTE OF FILTER	1	1	4	3
ALL OTHER	2	2	2	2
Not satisfying; had to smoke more	1	1	1	1
Not enough body	1	1	-	-
Not as good as own brand	-	-	1	1
Other	-	-	1	-
None or don't know	-	-	1	1
NONE OR DON'T KNOW	102	82	21	17

1001753423

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

Source: <https://www.industrydocuments.ucsf.edu/docs/fshk0000>

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Answers of respondents who prefer GSM Blend

Number of respondents	Respondents' answers about:			
	GSM Blend		FSM Blend	
	95** (100%)		95** (100%)	
	#	%	#	%
STRENGTH	6	6	35	37
Too strong	4	4	30	32
Too mild	2	2	5	5
TASTE	8	8	27	28
Left bad taste; left aftertaste	2	2	8	8
Taste too bitter	1	1	4	4
Flavor too mild; not enough flavor; flat taste	-	-	1	1
Poor flavor; poor taste	2	2	5	5
Taste too strong	-	-	4	4
Medicated taste; menthol taste	1	1	1	1
Taste too sweet	-	-	1	1
Not sweet enough	2	2	2	2
No true tobacco taste	-	-	-	-
Strange flavor	-	-	1	1
Other	1	1	1	1
EFFECT ON MOUTH, THROAT, ETC.	3	3	28	29
Irritating; burns; bites; causes cough, etc.	3	3	28	29
Caused aftereffects	-	-	-	-
BURNING QUALITIES	6	6	14	15
Burns too fast; burns more	5	5	11	12
Difficult to keep lit	-	-	1	1
Ash doesn't stay on; weak ash	-	-	1	1
Doesn't burn evenly	1	1	-	-
Other	-	-	1	1
PHYSICAL CHARACTERISTICS OF CIGARETTE	5	5	6	6
Not firmly packed; too loosely packed	2	2	2	2
Too dry	2	2	3	3
Large shreds of tobacco	-	-	1	1
Don't like length	-	-	-	-
Packed too tightly	1	1	-	-
DIFFICULTY IN SMOKING--NOT EASY DRAWING	1	1	3	3
POOR AROMA	2	2	3	3
COOLNESS--NOT COOL SMOKING; HOT	1	1	3	3
DISLIKE FILTER; EFFECT, TASTE OF FILTER	3	3	2	2
NONE OR DON'T KNOW	41	43	13	13

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753424

PARTS I & II - 3. What, if anything, did you like about the cigarette?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
STRENGTH	84	31	88	33
Mildness	81	30	81	30
About right in strength	3	1	3	1
Stronger	-	-	4	2
TASTE	79	30	68	25
Better flavor; like taste; good tasting	49	18	42	16
Smooth taste	9	3	9	3
Didn't leave bad taste; no aftertaste	7	3	4	1
Mild flavor	6	2	5	2
Good (pleasant) aftertaste	4	1	1	*
Strong taste; more flavor	3	1	2	1
True tobacco taste	2	1	3	1
Like mentholated taste; cool taste	1	*	3	1
Other (taste)	4	1	5	2
EASE OF SMOKING	42	16	41	15
Easy drawing	36	14	32	12
Easy drawing for a filtered cigarette	6	2	9	3
LIKE FILTER; EFFECT, TASTE OF FILTER, ETC.	42	16	45	17
PHYSICAL CHARACTERISTICS OF CIGARETTE	18	7	22	8
Very well packed, packed firmly	15	6	17	6
Like length	3	1	5	2
EFFECT ON MOUTH, THROAT, ETC.-- NOT IRRITATING; DIDN'T BURN, BITE, CAUSE COUGH	16	6	11	4
PACKAGE--LIKE PACKAGE	12	4	16	6
BURNING QUALITIES	8	3	16	6
Slower burning	3	1	6	2
Even burning	2	1	2	1
Stays lit	1	1	2	1
Burns well	1	*	5	2
Ash stays on	1	*	1	*
COOLNESS--COOL SMOKING; NOT HOT	5	2	4	1
GOOD AROMA	2	1	6	2
ALL OTHER	40	15	27	10
Similar to (as good as) own brand	17	6	8	3
Satisfying; enjoyable smoking	10	4	9	3
A good cigarette; like it; liked everything about it	3	1	2	1
Average quality; okay	2	1	5	2
Better than most cigarettes	1	*	1	*
Other	7	3	2	1
NONE OR DON'T KNOW	70	26	70	26

*Less than .5 per cent.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753425

PARTS I & II - 4a. How many test cigarettes did you smoke?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
5 PACKS - 100 CIGARETTES	159	60	145	54
4½ TO 5 PACKS - 90 - 99 CIGARETTES	28	10	37	14
4 TO 4½ PACKS - 80 - 89 CIGARETTES	37	14	32	12
3½ TO 4 PACKS - 70 - 79 CIGARETTES	3	1	7	3
3 TO 3½ PACKS - 60 - 69 CIGARETTES	18	7	19	7
2½ TO 3 PACKS - 50 - 59 CIGARETTES	10	4	5	2
2 TO 2½ PACKS - 40 - 49 CIGARETTES	2	1	5	2
1½ TO 2 PACKS - 30 - 39 CIGARETTES	1	*	-	-
1 TO 1½ PACKS - 20 - 29 CIGARETTES	2	*	3	1
1½ TO 1 PACK - 10 - 19 CIGARETTES	-	-	-	-
LESS THAN ½ PACK - 1 - 9 CIGARETTES	-	-	1	*
NO ANSWER	7	3	13	5

Average number of test cigarettes
smoked91.6
(Approx. 4½ packs)90.9
(Approx. 4½ packs)

*Less than .5 per cent

1001753426

PARTS I & II - 4b. If you smoked less than all the test cigarettes, please tell why.

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
YES, SMOKED LESS THAN FULL CARTON	<u>101</u>	<u>37</u>	<u>109</u>	<u>41</u>
Gave some to friends, relations; friends, relations tried them	58	22	58	22
Didn't like the test cigarette	15	6	17	6
Wanted to get opinion of others; gave them to friends, relations	7	2	11	4
Friends asked to try them--curious	5	2	9	3
Package, box interested friends-- asked to try them	3	1	2	1
Haven't finished smoking them; not a heavy smoker	2	*	3	1
All other	3	1	2	1
No answer	8	3	7	3
NO, SMOKED FULL CARTON	<u>159</u>	<u>60</u>	<u>145</u>	<u>54</u>
NO ANSWER	<u>7</u>	<u>3</u>	<u>13</u>	<u>5</u>

*Less than .5 per cent

1001753427

PARTS I & II - 5a. Is test cigarette like any brand of
cigarette you have smoked before?
and

5b. (If "yes") What brand is it like?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
YES, TEST CIGARETTE RESEMBLES	<u>183</u>	<u>69</u>	<u>177</u>	<u>66</u>
Marlboro	128	48	109	41
Parliament	14	5	9	4
Winston	10	4	11	4
Viceroy	7	3	8	3
Old Gold (Regular)	4	1	3	1
Old Gold (Filter)	-	-	1	*
Philip Morris	4	1	9	4
Camels	4	1	4	1
Pall Mall	3	1	2	1
Chesterfield	3	1	-	-
L & M	2	1	8	3
Lucky Strike	2	1	3	1
Kent	1	1	2	1
Hit Parade	1	*	4	1
Salem	1	*	1	*
Kools	-	-	1	*
Herbert Tareyton	-	-	1	*
Other filter	1	*	1	*
Other non-filter	2	1	3	1
No answer	1	*	-	-
NO, TEST CIGARETTE IS NOT SIMILAR TO ANY BRAND PREVIOUSLY SMOKED	<u>84</u>	<u>31</u>	<u>90</u>	<u>34</u>

*Less than .5 per cent

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

1001753428

Part III - 1b. If you preferred one cigarette to the other, please tell us why.

Number of respondents	Respondents who prefer:			
	FSM Blend		GSM Blend	
	125 (100%)		95** (100%)	
	#	%	#	%
STRENGTH	69	55	61	63
Mildness	67	54	59	61
Stronger	2	2	2	2
TASTE	62	50	41	43
Better flavor; like taste; good tasting	35	28	22	23
Didn't leave bad taste; no aftertaste	9	7	5	5
Strong taste; more flavor	7	6	3	3
Smooth taste; mellow flavor	7	6	8	8
Less mentholated taste	3	2	2	2
Mild flavor	3	2	1	1
Like mentholated taste; cool taste	1	*	1	1
Taste is not sweet	1	*	-	-
Taste is not bitter	1	*	1	1
True tobacco taste; tobacco taste came through filter	-	-	4	4
Other	-	-	1	1
EFFECT ON THROAT, MOUTH, ETC.	18	14	7	7
Not irritating; didn't burn, bite, cause cough	18	14	5	5
No aftereffects	-	-	3	3
BURNING QUALITIES	7	6	11	11
Slower burning	7	6	5	5
Stays lit	-	-	1	1
Even burning	-	-	1	1
Burns well	-	-	4	4
EASE OF SMOKING	7	6	7	7
Easy drawing	7	6	7	7
Easy to smoke, draw	1	*	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	5	4	5	5
Not as dry	3	2	-	-
Very well packed; packed firmly	2	2	5	5
FILTER; EFFECT, TASTE OF FILTER, ETC.	4	3	5	5
COOL SMOKING; NOT HOT	4	3	4	4
GOOD AROMA; PLEASANT AROMA	2	2	3	3
ALL OTHER	20	16	15	16
Similar to own brand	9	7	6	6
Satisfying; enjoyable smoking	8	6	7	7
Good cigarette; like it	2	2	1	1
Better than most cigarettes	1	1	-	-
More body	1	*	-	-
Other	-	-	2	2
NO SPECIFIC REASONS MENTIONED	5	4	-	-

*Less than .5 per cent.

**Percentages based on less than 100 cases often are unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753429

PART III - 2. Which test cigarette did you think had these qualities:

	Analyzed by respondents who:							
	Total		Prefer FSM Blend		Prefer GSM Blend		Have no preference	
	267 (100%)		125 (100%)		95** (100%)		35** (100%)	
Number of respondents	#	%	#	%	#	%	#	%
<u>Had the better flavor</u>								
PREFER FSM	120	45	113	90	1	1	3	9
PREFER GSM	98	37	7	6	86	91	4	11
NO PREFERENCE	38	14	4	3	8	8	26	74
NO ANSWER	11	4	1	1	-	-	2	6
<u>Left the better aftertaste</u>								
PREFER FSM	118	44	103	82	4	4	8	22
PREFER GSM	80	30	3	1	74	78	2	6
NO PREFERENCE	57	21	18	14	16	17	23	66
NO ANSWER	12	5	1	1	1	1	2	6
<u>Had the better aroma</u>								
PREFER FSM	82	31	70	56	4	4	5	14
PREFER GSM	64	24	8	6	53	56	3	9
NO PREFERENCE	103	38	42	34	35	37	25	71
NO ANSWER	18	7	5	4	3	3	2	6
<u>Was smoother</u>								
PREFER FSM	110	41	99	79	4	4	5	14
PREFER GSM	95	36	7	6	86	91	2	6
NO PREFERENCE	46	17	14	11	5	5	26	74
NO ANSWER	16	6	5	4	-	-	2	6
<u>Was cooler</u>								
PREFER FSM	99	37	81	65	14	15	2	6
PREFER GSM	79	30	13	10	62	65	3	9
NO PREFERENCE	67	25	26	21	12	13	28	80
NO ANSWER	22	8	5	4	7	7	2	6
<u>Was easier to draw on</u>								
PREFER FSM	61	24	41	33	15	16	4	11
PREFER GSM	62	23	18	14	43	45	1	3
NO PREFERENCE	122	46	60	48	34	36	28	80
NO ANSWER	19	7	6	5	3	3	2	6
<u>Was more satisfying</u>								
PREFER FSM	105	39	98	78	1	1	3	9
PREFER GSM	88	33	5	4	83	87	-	-
NO PREFERENCE	62	23	22	18	9	10	30	85
NO ANSWER	12	5	-	-	2	2	2	6
<u>Had the better strength</u>								
PREFER FSM	79	29	58	46	17	18	4	11
PREFER GSM	83	31	33	26	45	47	5	14
NO PREFERENCE	74	28	28	23	20	21	23	66
NO ANSWER	31	12	6	5	13	14	3	9

**Percentages based on less than 100 cases are often unreliable.

1001753430

PART III - 3a,b. Do you think cigarette tested was too mild, too strong or about right?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
PREFER FSM BLEND	<u>125</u>	<u>47</u>	<u>125</u>	<u>47</u>
Too mild	9	4	29	11
Too strong	2	1	76	29
About right	113	42	17	6
No answer	1	*	3	1
PREFER GSM BLEND	<u>95</u>	<u>36</u>	<u>95</u>	<u>36</u>
Too mild	9	3	2	*
Too strong	66	25	2	1
About right	14	5	90	34
No answer	6	3	1	1
NO PREFERENCE	<u>35</u>	<u>13</u>	<u>35</u>	<u>13</u>
Too mild	2	1	2	1
Too strong	4	1	5	1
About right	27	10	26	10
No answer	2	1	2	1
NO ANSWER	<u>12</u>	<u>4</u>	<u>12</u>	<u>4</u>
TOTAL				
Too mild	20	8	33	12
Too strong	72	27	83	31
About right	154	57	133	50
No answer	21	8	18	7

*Less than .5 per cent

1001753431

PART III - 4a,b. Do you think cigarette tested was too sweet, not sweet enough or about right?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	267 (100%)		267 (100%)	
	#	%	#	%
PREFER FSM BLEND	<u>125</u>	<u>47</u>	<u>125</u>	<u>47</u>
Too sweet	1	*	19	7
Not sweet enough	5	2	56	21
About right	119	45	35	13
No answer	-	-	15	6
PREFER GSM BLEND	<u>95</u>	<u>36</u>	<u>95</u>	<u>36</u>
Too sweet	7	3	1	1
Not sweet enough	44	16	6	2
About right	29	11	85	32
No answer	15	6	3	1
NO PREFERENCE	<u>35</u>	<u>13</u>	<u>35</u>	<u>13</u>
Too sweet	-	-	1	*
Not sweet enough	4	2	4	2
About right	29	11	28	10
No answer	2	*	2	1
NO ANSWER	<u>12</u>	<u>4</u>	<u>12</u>	<u>4</u>
TOTAL				
Too sweet	8	3	21	8
Not sweet enough	53	20	66	25
About right	177	67	148	55
No answer	29	10	32	12

*Less than .5 per cent

1001753432

PART III - 5a,b. Do you think cigarette tested burned too slowly, too rapidly, or about right?

	Respondents' answers about:			
	FSM Blend		GSM Blend	
Number of respondents	267 (100%)		267 (100%)	
	#	%	#	%
PREFER FSM BLEND	<u>125</u>	<u>47</u>	<u>125</u>	<u>47</u>
Burned too slowly	1	*	6	2
Burned too rapidly	20	8	39	15
About right	103	39	74	28
No answer	1	*	6	2
PREFER GSM BLEND	<u>95</u>	<u>36</u>	<u>95</u>	<u>36</u>
Burned too slowly	4	2	1	*
Burned too rapidly	33	12	9	3
About right	49	18	82	31
No answer	9	4	3	2
NO PREFERENCE	<u>35</u>	<u>13</u>	<u>35</u>	<u>13</u>
Burned too slowly	-	-	2	1
Burned too rapidly	3	1	5	2
About right	30	11	26	9
No answer	2	1	2	1
NO ANSWER	<u>12</u>	<u>4</u>	<u>12</u>	<u>4</u>
TOTAL				
Burned too slowly	5	2	9	3
Burned too rapidly	56	21	53	20
About right	182	68	182	68
No answer	24	9	23	9

*Less than .5 per cent.

1001753433

PART III - 6a. Which of the cigarettes did you think had the better filter?

	<u>Total</u>	
Number of respondents	267	(100%)
	#	%
PREFER FSM	35	13
PREFER GSM	35	13
NO PREFERENCE	183	69
NO ANSWER	14	5

1001753434

PART III - 6b. If you preferred one filter to the other, please tell us why.

Number of respondents	Respondents who prefer:			
	FSM		GSM	
	35** (100%)		35** (100%)	
	#	%	#	%
EFFECT ON SMOKING THE CIGARETTE-- EASIER TO DRAW	<u>9</u>	<u>26</u>	<u>11</u>	<u>31</u>
REMOVAL OF IRRITANTS	<u>8</u>	<u>23</u>	<u>2</u>	<u>6</u>
Milder smoke	<u>3</u>	<u>9</u>	<u>-</u>	<u>-</u>
Less irritating; didn't burn throat; tongue, etc.	3	9	2	6
Smooth smoking	1	3	-	-
Cooler smoke	1	3	-	-
Filters tobacco; tar; nicotine better	1	3	-	-
EFFECT ON TASTE OF CIGARETTE	<u>8</u>	<u>23</u>	<u>4</u>	<u>11</u>
Tastes better	<u>2</u>	<u>6</u>	<u>-</u>	<u>-</u>
No filter taste	2	6	-	-
Keeps bitter taste from mouth; left no bad taste	2	6	1	3
More flavor filters through	1	3	2	6
Other	2	6	1	3
PHYSICAL CHARACTERISTICS	<u>5</u>	<u>14</u>	<u>5</u>	<u>14</u>
Firmness of filter; tighter filter	<u>3</u>	<u>9</u>	<u>2</u>	<u>6</u>
Lack of nicotine stain or discoloration	1	3	1	3
Other	2	6	2	6
ALL OTHER	<u>2</u>	<u>6</u>	<u>4</u>	<u>11</u>
NO SPECIFIC REASONS MENTIONED	<u>5</u>	<u>14</u>	<u>21</u>	<u>32</u>

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753435

PART III - 7. How many cigarettes (not packs) do you usually smoke in one day?

	Total		Analyzed by respondents who:							
			Prefer FSM Blend		Prefer GSM Blend		Have no preference			
Number of respondents	267		125		95**		35**			
	(100%)		(100%)		(100%)		(100%)			
REMOVAL OF IRREGULARS	#	%	#	%	#	%	#	%		
HEAVY SMOKERS:										
SMOKE 21 OR MORE PER DAY										
31 or more	18	7	13	10	5	5	-	-		
26 - 30	24	9	13	10	6	6	3	8		
21 - 25	27	10	13	10	11	12	3	8		
MODERATE SMOKERS:										
SMOKE 15 - 20 PER DAY	137	51	62	50	47	50	21	60		
LIGHT SMOKERS:										
SMOKE 14 OR LESS PER DAY										
10 - 14	41	16	17	14	17	18	4	12		
Less than 10	14	5	5	4	7	7	2	6		
NO ANSWER	6	2	2	2	2	2	2	6		
Average number of cigarettes smoked per day	18.8		19.8		17.9		17.6			

**Percentages based on less than 100 cases are often unreliable.

1001753436

PART III - 9. Do you now smoke any other brands of cigarettes with some frequency?

Number of respondents	Total	
	267 (100%)	
	#	%
YES, SMOKE OTHER BRANDS	<u>75</u>	<u>28</u>
Benson & Hedges (Regular-filter)	1	*
Camel	1	*
Chesterfield (Regular)	3	1
Herbert Tareyton (Filter)	3	1
Hit Parade (Filter)	3	1
Kent (King-filter)	2	1
Kool		
Regular	1	*
Filter	2	1
L & M (Filter)	10	4
Lucky Strike	2	1
Old Gold (Filter)	3	1
Pall Mall	3	1
Parliament (Filter)	10	4
Philip Morris (King)	3	1
Salem (Filter)	8	3
Viceroy (Filter)	6	2
Winston (Filter)	14	6
NO, DO NOT SMOKE OTHER BRANDS	<u>192</u>	<u>72</u>

*Less than .5 per cent.

1001753437

DISTRIBUTION OF RESPONDENTS

	<u>Total</u>		<u>Analyzed by respondents who:</u>					
			<u>Prefer FSM Blend</u>		<u>Prefer GSM Blend</u>		<u>Have no preference</u>	
Number of respondents	267		125		95**		35**	
	(100%)		(100%)		(100%)		(100%)	
	#	%	#	%	#	%	#	%
<u>Sex</u>								
Male	96	36	54	43	27	29	13	37
Female	166	62	70	56	65	68	21	60
Not recorded	5	2	1	1	3	3	1	3
<u>Age</u>								
18 - 20	5	2	2	2	2	2	1	3
21 - 24	14	5	5	4	8	9	1	3
25 - 34	69	26	36	29	24	25	7	20
35 - 49	119	45	61	49	39	41	14	40
50 and over	54	20	21	16	19	20	10	28
Not recorded	6	2	-	-	3	3	2	6

**Percentages based on less than 100 cases are often unreliable.

1001753438

SMOKERS OF OTHER
FILTER-TIP BRANDS

1001753439

PART III - 1a. Now all things considered, which of the two cigarettes you tested did you prefer?

	<u>Total</u>	
Number of respondents	287	(100%)
	#	%
PREFER FSM BLEND	123	43
PREFER GSM BLEND	110	38
NO PREFERENCE	45	16
NO ANSWER	9	3

1001753440

PARTS I & II - 1. How testers rated the test filter cigarettes

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
<u>Rating</u>	#	%	#	%
0	7	2	9	3
5	4	1	2	1
10	11	4	11	4
15	11	4	16	6
20	8	3	9	3
25	11	4	10	3
30	12	4	12	4
35	17	6	15	6
40	10	3	10	3
45	22	8	16	6
50	47	16	33	11
55	11	4	11	4
60	10	3	8	3
65	8	3	12	4
70	12	4	13	5
75	8	3	7	2
80	13	5	9	3
85	9	3	12	4
90	17	6	9	3
95	13	5	4	1
100	18	6	15	6
NO ANSWER	8	3	44	15
Average rating	53.6		50.1	

1001753441

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
TASTE	63	22	72	25
Poor flavor; poor taste	14	5	16	6
Flavor too mild; not enough flavor; flat taste	12	4	7	2
Left bad taste; left aftertaste	10	4	11	4
Taste too strong	8	3	7	2
Medicated taste; menthol taste	6	2	16	6
Taste too bitter	4	1	2	1
Dry taste; stale taste	3	1	1	*
Taste too sweet	2	1	2	1
Not sweet enough	2	1	2	1
No true tobacco taste	1	*	2	1
Strange flavor	1	*	3	1
Other	1	*	8	3
STRENGTH	60	21	52	18
Too strong	52	18	42	15
Too mild	8	3	9	3
Dislike strength	-	-	1	*
EFFECT ON MOUTH, THROAT, ETC.	41	14	40	14
Irritating; burns; bites; causes cough, etc.	40	14	37	13
Caused aftereffects	1	*	3	1
BURNING QUALITIES	37	13	26	9
Burns too fast; burns more	30	11	23	8
Ash doesn't stay on; weak ash	4	1	2	1
Difficult to keep lit	2	1	1	*
Doesn't burn evenly	1	*	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	20	7	18	6
Too dry	8	3	12	4
Not firmly packed; too loosely packed	5	2	3	1
Don't like length	5	2	5	2
Packed too tightly	1	*	-	-
Large shreds of tobacco	1	*	-	-
DISLIKE FILTER; EFFECT, TASTE OF FILTER	15	5	10	3
DIFFICULTY IN SMOKING--NOT EASY DRAWING	7	2	4	1
DISLIKE PACKAGE	7	2	6	2
POOR AROMA	4	1	2	1
COOLNESS--NOT COOL SMOKING; HOT	2	1	3	1
ALL OTHER	4	1	7	2
Not satisfying; had to smoke more	4	1	5	2
Not enough body	-	-	1	*
Poor cigarette; dislike them	-	-	1	*
Other	2	1	4	1
NONE OR DON'T KNOW	113	39	128	44

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753442

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Answers of respondents who prefer FSM Blend

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	123 (100%)		123 (100%)	
	#	%	#	%
TASTE	11	9	52	42
Poor flavor; poor taste	1	1	11	9
Flavor too mild; not enough flavor; flat taste	3	2	4	3
Left bad taste; left aftertaste	1	1	9	7
Taste too strong	-	-	5	4
Medicated taste; menthol taste	3	2	11	9
Taste too bitter	-	-	2	2
Dry taste; stale taste	1	1	1	1
Taste too sweet	1	1	1	1
Not sweet enough	1	1	2	2
No true tobacco taste	-	-	2	2
Strange flavor	-	-	2	2
Other	-	-	7	6
STRENGTH	12	10	36	29
Too strong	7	6	30	24
Too mild	5	4	6	5
Dislike strength	-	-	-	-
EFFECT ON MOUTH, THROAT, ETC.	4	3	31	25
Irritating; burns; bites; causes cough, etc.	4	3	28	23
Caused aftereffects	-	-	3	2
BURNING QUALITIES	17	14	14	11
Burns too fast; burns more	14	11	12	10
Ash doesn't stay on; weak ash	2	2	1	1
Difficult to keep lit	-	-	1	1
Doesn't burn evenly	1	1	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	7	6	13	11
Too dry	1	1	10	8
Not firmly packed; too loosely packed	2	2	2	2
Don't like length	3	2	3	2
Packed too tightly	1	1	-	-
Large shreds of tobacco	-	-	-	-
DISLIKE FILTER; EFFECT, TASTE OF FILTER	7	6	5	4
DIFFICULTY IN SMOKING--NOT EASY DRAWING	1	1	1	1
DISLIKE PACKAGE	4	3	1	1
POOR AROMA	2	2	1	1
COOLNESS--NOT COOL SMOKING; HOT	1	1	2	2
ALL OTHER	2	2	4	3
Not satisfying; had to smoke more	2	2	4	3
Not enough body	-	-	-	-
Poor cigarette; dislike them	-	-	-	-
Other	-	-	3	2
NONE OR DON'T KNOW	76	62	21	17

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753443

PARTS I & II - 2. What, if anything, did you dislike about the cigarette?

Answers of respondents who prefer GSM Blend

Number of respondents	Respondents' answers about:			
	GSM Blend		FSM Blend	
	110 (100%)		110 (100%)	
	#	%	#	%
TASTE	13	12	44	40
Poor flavor; poor taste	1	1	10	9
Flavor too mild; not enough flavor; flat taste	3	3	8	7
Left bad taste; left aftertaste	1	1	7	6
Taste too strong	2	2	7	6
Medicated taste; menthol taste	3	3	3	3
Taste too bitter	-	-	4	4
Dry taste; stale taste	-	-	2	2
Taste too sweet	1	1	-	-
Not sweet enough	-	-	1	1
No true tobacco taste	-	-	1	1
Strange flavor	1	1	1	1
Other	1	1	1	1
STRENGTH	6	5	35	32
Too strong	5	5	34	31
Too mild	1	1	1	1
Dislike strength	-	-	-	-
EFFECT ON MOUTH, THROAT, ETC.	3	3	32	29
Irritating; burns; bites; causes cough, etc.	3	3	31	28
Caused aftereffects	-	-	1	1
BURNING QUALITIES	8	7	13	12
Burns too fast; burns more	7	6	11	10
Ash doesn't stay on; weak ash	1	1	2	2
Difficult to keep lit	-	-	1	1
Doesn't burn evenly	-	-	-	-
PHYSICAL CHARACTERISTICS OF CIGARETTE	4	4	12	11
Too dry	1	1	6	5
Not firmly packed; too loosely packed	1	1	3	3
Don't like length	2	2	2	2
Packed too tightly	-	-	-	-
Large shreds of tobacco	-	-	1	1
DISLIKE FILTER; EFFECT, TASTE OF FILTER	1	1	4	4
DIFFICULTY IN SMOKING--NOT EASY DRAWING	1	1	5	5
DISLIKE PACKAGE	4	4	2	2
POOR AROMA	1	1	2	2
COOLNESS--NOT COOL SMOKING; HOT	1	1	1	1
ALL OTHER	1	1	2	2
Not satisfying; had to smoke more	-	-	2	2
Not enough body	1	1	-	-
Poor cigarette; dislike them	-	-	-	-
Other	-	-	2	2
NONE OR DON'T KNOW	79	72	13	12

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753444

PARTS I & II - 3. What, if anything, did you like about the cigarette?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
STRENGTH	80	28	67	23
Mildness	74	26	64	22
Stronger	1	*	-	-
About right in strength	5	2	3	1
TASTE	75	26	67	23
Better flavor; like taste; good tasting	43	15	33	11
Mild flavor	8	3	4	1
Didn't leave bad taste; no aftertaste	7	2	4	1
Smooth taste	6	2	10	3
True tobacco taste	3	1	2	1
Strong taste; more flavor	1	*	1	*
Like mentholated taste; cool taste	1	*	7	2
Good (pleasant) aftertaste	1	*	3	1
Other (taste)	12	4	8	3
LIKE FILTER; EFFECT, TASTE OF FILTER, ETC.	51	18	43	15
EASE OF SMOKING	24	8	30	10
Easy drawing	22	8	25	9
Easy drawing for a filtered cigarette	2	1	2	1
PHYSICAL CHARACTERISTICS OF CIGARETTE	23	8	16	6
Very well packed, packed firmly	14	5	9	3
Like length	11	4	9	3
PACKAGE--LIKE PACKAGE	19	7	16	6
EFFECT ON MOUTH, THROAT, ETC.-- NOT IRRITATING; DIDN'T BURN, BITE, CAUSE COUGH	14	5	15	5
BURNING QUALITIES	6	2	11	4
Slower burning	2	1	2	1
Burns well	2	1	4	1
Even burning	1	*	4	1
Stays lit	1	*	-	-
Ash stays on	1	*	1	1
GOOD AROMA	3	1	1	*
COOLNESS--COOL SMOKING; NOT HOT	2	1	5	2
ALL OTHER	32	12	21	7
Satisfying; enjoyable smoking	15	5	8	3
A good cigarette; like it; liked everything about it	4	2	4	1
Similar to (as good as) own brand	3	1	2	1
Better than most cigarettes	3	1	1	*
Average quality; okay	3	1	5	2
Other	7	2	1	*
NONE OR DON'T KNOW	78	26	118	41

*Less than .5 per cent

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

1001753445

PARTS I & II - 4a. How many test cigarettes did you smoke?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
5 PACKS - 100 CIGARETTES	169	59	153	53
4½ TO 5 PACKS - 90 - 99 CIGARETTES	42	15	34	12
4 TO 4½ PACKS - 80 - 89 CIGARETTES	31	11	26	9
3½ TO 4 PACKS - 70 - 79 CIGARETTES	2	1	2	1
3 TO 3½ PACKS - 60 - 69 CIGARETTES	17	6	14	5
2½ TO 3 PACKS - 50 - 59 CIGARETTES	5	2	2	1
2 TO 2½ PACKS - 40 - 49 CIGARETTES	9	3	3	1
1½ TO 2 PACKS - 30 - 39 CIGARETTES	-	-	1	*
1 TO 1½ PACKS - 20 - 29 CIGARETTES	2	*	5	2
1½ TO 1 PACK - 10 - 19 CIGARETTES	-	-	1	*
LESS THAN ½ PACK - 1 - 9 CIGARETTES	2	*	3	1
NO ANSWER	8	3	43	15

Average number of test cigarettes
smoked

91.5 91.1
(Approx. 4½ packs) (Approx. 4½ packs)

1001753446

PARTS I & II - 4b. If you smoked less than all the test cigarettes please tell why.

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
YES, SMOKED LESS THAN FULL CARTON	<u>110</u>	<u>38</u>	<u>91</u>	<u>32</u>
Gave some to friends, relations; friends, relations tried them	50	17	37	13
Didn't like the test cigarette	32	11	30	10
Wanted to get opinion of others; gave them to friends, relations	10	3	8	3
Friends asked to try them--curious	7	2	4	1
Haven't finished smoking them; not a heavy smoker	3	1	-	-
Package, box interested friends--asked to try them	1	1	4	1
All other	2	1	2	1
Don't know or no answer	5	2	6	3
NO, SMOKED FULL CARTON	<u>169</u>	<u>59</u>	<u>153</u>	<u>53</u>
NO ANSWER	<u>8</u>	<u>3</u>	<u>43</u>	<u>15</u>

1001753447

*Less than .5 per cent

PARTS I & II - 5a. Is test cigarette like any brand of
cigarette you have smoked before?

and

5b. (If "yes") What brand is it like?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
YES, TEST CIGARETTE RESEMBLES	<u>178</u>	<u>62</u>	<u>136</u>	<u>47</u>
Marlboro	52	18	38	14
Winston	36	13	32	11
Viceroy	25	9	15	5
L & M	19	7	15	5
Parliament	14	5	8	2
Philip Morris	9	3	7	2
Camels	6	2	2	1
Herbert Tareyton	4	1	3	1
Hit Parade	3	1	2	1
Chesterfield	3	1	1	*
Lucky Strike	3	1	3	1
Kent	3	1	2	1
Old Gold	3	1	5	2
Old Gold Filter	2	1	2	1
Pall Mall	1	*	1	*
Kools	1	*	4	1
Salem	-	-	4	1
Other filter	2	1	2	1
Other non-filter	5	2	2	1
None, don't know	8	3	4	1
NO, TEST CIGARETTE IS NOT SIMILAR TO ANY BRAND PREVIOUSLY SMOKED	<u>109</u>	<u>38</u>	<u>151</u>	<u>53</u>

*Less than .5 per cent

Note: Sub-totals may add to more than the group total
because some respondents gave more than one answer.

1001753448

PART III - lb. If you preferred one cigarette to the other, please tell us why.

Number of respondents	Respondents who prefer:			
	FSM Blend		GSM Blend	
	123 (100%)		110 (100%)	
	#	%	#	%
TASTE	<u>67</u>	<u>54</u>	<u>63</u>	<u>57</u>
Better flavor; like taste; good tasting	43	35	34	30
Smooth taste; mellow flavor	10	8	9	8
Didn't leave bad taste; no aftertaste	9	7	4	4
Less mentholated taste	6	5	-	-
Strong taste; more flavor	4	3	3	3
True tobacco taste; tobacco taste came through filter	3	2	3	3
Good (pleasant) aftertaste	1	1	-	-
Mild flavor	1	1	7	6
Sweet taste	1	1	3	3
Fresh tasting tobacco	1	1	-	-
Like mentholated taste; cool taste	-	-	5	5
Taste is not bitter	-	-	2	2
Other	1	1	-	-
STRENGTH	<u>62</u>	<u>50</u>	<u>49</u>	<u>45</u>
Mildness	57	46	46	42
Stronger	3	2	1	1
About right in strength	2	2	2	2
EFFECT ON THROAT, MOUTH, ETC.	<u>12</u>	<u>10</u>	<u>16</u>	<u>15</u>
Not irritating; didn't burn, bite, cause cough	12	10	14	13
No aftereffects	-	-	2	2
EASE OF SMOKING--EASY DRAWING	<u>9</u>	<u>7</u>	<u>6</u>	<u>5</u>
BURNING QUALITIES	<u>9</u>	<u>7</u>	<u>5</u>	<u>5</u>
Slower burning	8	7	3	3
Stays lit	1	1	-	-
Even burning	-	-	2	2
Ash stays on	-	-	1	1
PHYSICAL CHARACTERISTICS OF CIGARETTE	<u>6</u>	<u>5</u>	<u>5</u>	<u>5</u>
Not as dry	4	3	4	4
Very well packed; packed firmly	1	1	1	1
Other	1	1	-	-
FILTER; EFFECT, TASTE OF FILTER, ETC.	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>
GOOD AROMA; PLEASANT AROMA	<u>3</u>	<u>2</u>	<u>2</u>	<u>2</u>
COOL SMOKING; NOT HOT	<u>1</u>	<u>1</u>	<u>7</u>	<u>6</u>
ALL OTHER	<u>14</u>	<u>11</u>	<u>8</u>	<u>7</u>
Satisfying; enjoyable smoking	8	7	7	6
More body	2	2	-	-
Good cigarette; like it	2	2	1	1
Similar to own brand	1	1	-	-
Other	1	1	1	1
NO SPECIFIC REASONS MENTIONED	<u>5</u>	<u>4</u>	<u>8</u>	<u>7</u>

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

PART III - 2. Which test cigarette did you think had these qualities:

		Analyzed by respondents who:							
		Total		Prefer FSM Blend		Prefer GSM Blend		Have no preference	
Number of respondents.		287 (100%)		123 (100%)		110 (100%)		45** (100%)	
		#	%	#	%	#	%	#	%
<u>Had the better flavor</u>									
PREFER FSM		118	41	109	89	5	4	4	9
PREFER GSM		103	36	-	-	102	93	1	2
NO PREFERENCE		49	17	10	8	2	2	36	80
NO ANSWER		17	6	4	3	1	1	4	9
<u>Left the better aftertaste</u>									
PREFER FSM		108	38	99	81	3	3	5	11
PREFER GSM		92	32	1	1	88	80	3	7
NO PREFERENCE		62	21	19	15	12	11	31	69
NO ANSWER		25	9	4	3	7	6	6	13
<u>Had the better aroma</u>									
PREFER FSM		71	25	65	53	5	5	1	2
PREFER GSM		73	25	7	6	64	58	2	5
NO PREFERENCE		115	40	45	36	33	30	36	80
NO ANSWER		28	10	6	5	8	7	6	13
<u>Was smoother</u>									
PREFER FSM		99	34	88	72	5	5	5	11
PREFER GSM		99	34	10	8	83	75	6	13
NO PREFERENCE		67	24	20	16	16	15	31	69
NO ANSWER		22	8	5	4	6	5	3	7
<u>Was cooler</u>									
PREFER FSM		82	28	74	60	3	3	5	11
PREFER GSM		91	32	15	12	71	64	4	9
NO PREFERENCE		80	28	25	21	25	23	30	67
NO ANSWER		34	12	9	7	11	10	6	13
<u>Was easier to draw on</u>									
PREFER FSM		60	21	48	39	10	9	1	2
PREFER GSM		61	21	11	9	48	44	2	4
NO PREFERENCE		134	47	56	46	43	39	35	78
NO ANSWER		32	11	8	6	9	8	7	16
<u>Was more satisfying</u>									
PREFER FSM		101	35	95	77	3	3	2	4
PREFER GSM		92	32	2	2	87	79	3	7
NO PREFERENCE		68	24	19	15	14	13	35	78
NO ANSWER		26	9	7	6	6	5	5	11
<u>Had the better strength</u>									
PREFER FSM		86	30	63	51	20	18	3	7
PREFER GSM		71	25	16	13	49	45	6	13
NO PREFERENCE		91	32	28	23	30	27	32	71
NO ANSWER		39	13	16	13	11	10	4	9

1001753450

**Percentages based on less than 100 cases are often unreliable.

Source: <https://www.industrydocuments.ucsf.edu/docs/fshk0000>

PART III - 3a,b. Do you think cigarette tested was too mild, too strong or about right?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
PREFER FSM BLEND	<u>123</u>	<u>43</u>	<u>123</u>	<u>43</u>
Too mild	4	2	28	10
Too strong	9	3	81	28
About right	107	37	10	4
No answer	3	1	4	1
PREFER GSM BLEND	<u>110</u>	<u>38</u>	<u>110</u>	<u>38</u>
Too mild	21	7	9	3
Too strong	71	25	4	1
About right	16	6	95	33
No answer	2	*	2	1
NO PREFERENCE	<u>45</u>	<u>16</u>	<u>45</u>	<u>16</u>
Too mild	4	1	5	2
Too strong	13	5	13	5
About right	26	9	25	9
No answer	2	1	2	*
NO ANSWER	<u>9</u>	<u>3</u>	<u>9</u>	<u>3</u>
TOTAL				
Too mild	29	10	42	15
Too strong	93	33	98	34
About right	149	52	130	46
No answer	16	5	17	5

*Less than .5 per cent

1001753451

PART III - 4a,b. Do you think cigarette tested was too sweet, not sweet enough or about right?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
PREFER FSM BLEND	<u>123</u>	<u>43</u>	<u>123</u>	<u>43</u>
Too sweet	5	2	19	7
Not sweet enough	3	1	53	18
About right	111	39	31	11
No answer	4	1	20	7
PREFER GSM BLEND	<u>110</u>	<u>38</u>	<u>110</u>	<u>38</u>
Too sweet	6	2	1	*
Not sweet enough	53	18	5	2
About right	32	11	97	34
No answer	19	7	7	2
NO PREFERENCE	<u>45</u>	<u>16</u>	<u>45</u>	<u>16</u>
Too sweet	4	1	4	1
Not sweet enough	8	3	9	3
About right	28	10	27	10
No answer	5	2	5	2
NO ANSWER	<u>9</u>	<u>3</u>	<u>9</u>	<u>3</u>
TOTAL				
Too sweet	15	5	24	8
Not sweet enough	64	22	67	23
About right	171	60	155	55
No answer	37	13	41	14

*Less than .5 per cent

1001753452

PART III - 5a,b. Do you think cigarette tested burned too slowly, too rapidly, or about right?

Number of respondents	Respondents' answers about:			
	FSM Blend		GSM Blend	
	287 (100%)		287 (100%)	
	#	%	#	%
PREFER FSM BLEND	<u>123</u>	<u>43</u>	<u>123</u>	<u>43</u>
Burned too slowly	-	-	6	2
Burned too rapidly	25	9	43	15
About right	94	33	65	23
No answer	4	1	9	3
PREFER GSM BLEND	<u>110</u>	<u>38</u>	<u>110</u>	<u>38</u>
Burned too slowly	8	3	-	-
Burned too rapidly	43	15	18	6
About right	47	16	87	30
No answer	12	4	5	2
NO PREFERENCE	<u>45</u>	<u>16</u>	<u>45</u>	<u>16</u>
Burned too slowly	1	*	2	1
Burned too rapidly	11	4	10	3
About right	30	11	30	11
No answer	3	1	3	1
NO ANSWER	<u>9</u>	<u>3</u>	<u>9</u>	<u>3</u>
TOTAL				
Burned too slowly	9	3	8	3
Burned too rapidly	79	28	71	24
About right	171	60	182	64
No answer	28	9	26	9

*Less than .5 per cent

1001753453

PART III - 6a. Which of the cigarettes did you think had the better filter?

	<u>Total</u>	
Number of respondents	287	(100%)
	#	%
PREFER FSM	43	15
PREFER GSM	47	16
NO PREFERENCE	187	65
NO ANSWER	10	4

1001753454

PART III - 6b. If you preferred one filter to the other, please tell us why.

	Respondents who prefer:			
	FSM		GSM	
Number of respondents	43** (100%)		47** (100%)	
	#	%	#	%
EFFECT ON TASTE OF CIGARETTE	<u>10</u>	<u>23</u>	<u>7</u>	<u>15</u>
Tastes better	<u>4</u>	<u>9</u>	<u>3</u>	<u>6</u>
More flavor filters through	4	9	3	6
Keeps bitter taste from mouth; left no bad taste	1	2	1	2
Other	2	5	1	2
EFFECT ON SMOKING THE CIGARETTE-- EASIER TO DRAW	<u>10</u>	<u>23</u>	<u>15</u>	<u>32</u>
REMOVAL OF IRRITANTS	<u>9</u>	<u>21</u>	<u>17</u>	<u>36</u>
Filters better; does a better job	<u>6</u>	<u>14</u>	<u>4</u>	<u>9</u>
Milder smoke	3	7	4	9
Filters tobacco; tar; nicotine better	-	-	5	11
Less irritating; didn't burn throat; tongue, etc.	-	-	2	4
Smooth smoking	-	-	2	4
Cooler smoke	-	-	1	2
Less drying	-	-	-	-
Other	1	2	-	-
PHYSICAL CHARACTERISTICS	<u>3</u>	<u>6</u>	<u>2</u>	<u>4</u>
Better feel on mouth; on lips	<u>1</u>	<u>2</u>	<u>-</u>	<u>-</u>
Lack of nicotine stain or discoloration	1	2	1	2
Filter softer; softer tip	-	-	1	2
Other	1	2	-	-
ALL OTHER	<u>1</u>	<u>2</u>	<u>3</u>	<u>6</u>
NO SPECIFIC REASONS MENTIONED	<u>16</u>	<u>38</u>	<u>10</u>	<u>21</u>

1001753455

**Percentages based on less than 100 cases are often unreliable.

Note: Group totals add to more than 100%, and sub-totals may add to more than group totals because some respondents gave more than one answer.

PART III - 7. How many cigarettes (not packs) do you usually smoke in one day?

	Total		Analyzed by respondents who:							
			Prefer FSM Blend		Prefer GSM Blend		Have no preference			
Number of respondents	287		123		110		45**			
	(100%)		(100%)		(100%)		(100%)			
	#	%	#	%	#	%	#	%	#	%
HEAVY SMOKERS:										
SMOKE 21 OR MORE PER DAY										
31 or more	23	8	7	6	8	7	4	9		
26 - 30	28	10	14	11	14	13	-	-		
21 - 25	23	8	10	8	9	8	4	9		
MODERATE SMOKERS:										
SMOKE 15 - 20 PER DAY	130	45	56	46	48	44	22	49		
LIGHT SMOKERS:										
SMOKE 14 OR LESS PER DAY										
10 - 14	56	20	21	17	22	20	12	28		
Less than 10	13	4	6	5	6	5	1	*		
NO ANSWER	14	5	9	7	3	3	2	5		
Average number of cigarettes smoked per day	18.9		18.8		18.9		18.0			

*Less than .5 per cent

**Percentages based on less than 100 cases are often unreliable.

1001753456

PART III - 8. What one brand of cigarettes do you now smoke most often?
and

9. Do you now smoke any other brands of cigarettes with some frequency?

Number of respondents	Brand smoked <u>regularly</u>		Brand smoked <u>occasionally</u>	
	287 (100%)		287 (100%)	
	#	%	#	%
BENSON & HEDGES (REGULAR-FILTER)	3	1	1	*
CAMEL	1	*	4	2
CHESTERFIELD				
Regular	-	-	1	*
King	-	-	1	*
HERBERT TAREYTON				
Non-filter	1	*	-	-
Filter	13	4	2	1
HIT PARADE (FILTER)	3	1	1	*
KENT (FILTER)				
Regular	4	2	1	*
King	15	5	8	3
KOOL (FILTER)	2	1	2	1
L & M (FILTER)	63	22	14	5
LUCKY STRIKE	1	*	2	1
MARLBORO (FILTER)	-	-	17	6
OLD GOLD (FILTER)	16	6	3	1
PALL MALL	2	1	3	1
PARLIAMENT (FILTER)	24	8	4	2
PHILIP MORRIS (KING)	2	1	1	*
SALEM (FILTER)	3	1	12	4
VICEROY (FILTER)	43	15	8	3
WINSTON (FILTER)	79	28	7	2
OTHER FILTER	12	4	-	-
DO NOT HAVE AN OCCASIONAL BRAND			195	68

*Less than .5 per cent.

Source: <https://www.industrydocuments.ucsf.edu/docs/fshk0000>

1001753457

PART III - 8a. What one brand of cigarettes do you now smoke most often?

Analyzed by respondents who:

	Total		Prefer FSM Blend		Prefer GSM Blend		Have no preference	
	287 (100%)		123 (100%)		110 (100%)		45** (100%)	
	#	%	#	%	#	%	#	%
BENSON & HEDGES (Regular- filter)	3	1	1	1	2	2	-	-
CAMEL	1	*	1	1	-	-	-	-
CHESTERFIELD								
Regular	-	-	-	-	-	-	-	-
King	-	-	-	-	-	-	-	-
HERBERT TAREYTON								
Non-filter	1	*	1	1	-	-	-	-
Filter	13	4	7	5	4	4	2	4
HIT PARADE (Filter)	3	1	2	2	-	-	-	-
KENT (Filter)								
Regular	4	2	4	3	-	-	-	-
King	15	5	3	2	8	7	3	7
KOOL (Filter)	2	1	-	-	1	1	1	2
L & M (Filter)	63	22	27	22	27	25	8	18
LUCKY STRIKE	1	*	-	-	1	1	-	-
MARLBORO (Filter)	-	-	-	-	-	-	-	-
OLD GOLD (Filter)	16	6	7	5	5	4	3	7
PALL MALL	2	1	2	2	-	-	-	-
PARLIAMENT (Filter)	24	8	12	10	7	6	3	7
PHILIP MORRIS (King)	2	1	2	2	-	-	-	-
SALEM (Filter)	3	1	-	-	3	3	-	-
VICEROY (Filter)	43	15	14	11	19	17	9	20
WINSTON (Filter)	79	28	34	28	31	28	12	26
OTHER FILTER	12	4	6	5	2	2	4	9

*Less than .5 per cent.

**Percentages based on less than 100 cases are often unreliable.

1001753458

DISTRIBUTION OF RESPONDENTS

	<u>Total</u>		<u>Analyzed by respondents who:</u>							
			<u>Prefer FSM Blend</u>		<u>Prefer GSM Blend</u>		<u>Have no preference</u>			
Number of respondents	287	(100%)	123	(100%)	110	(100%)	45**	(100%)		
	#	%	#	%	#	%	#	%		
<u>Sex</u>										
Male	102	36	38	31	47	43	14	31		
Female	177	62	80	65	61	55	30	67		
Not recorded	8	2	5	4	2	2	1	2		
<u>Age</u>										
18 - 20	2	1	1	1	1	1	-	-		
21 - 24	14	5	4	3	8	7	2	4		
25 - 34	67	23	33	27	24	22	9	20		
35 - 49	131	46	60	49	42	38	22	50		
50 and over	58	20	17	14	30	27	10	22		
Not recorded	15	5	8	6	5	5	2	4		

**Percentages based on less than 100 cases are often unreliable.

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